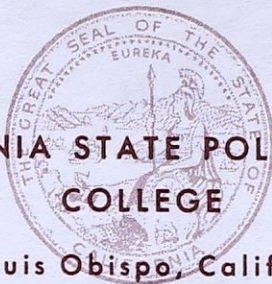


THE SECRET OF THE COAST
YOU HAVE IN THE COAST
THE SECRET OF THE COAST
THE SECRET OF THE COAST



CALIFORNIA STATE POLYTECHNIC
COLLEGE

San Luis Obispo, California

Members, Santa Barbara Chapter
American Institute of Architects

Gentlemen:

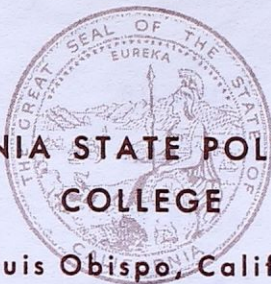
We of the staff of the Department of Architectural Engineering wish to thank you for the assistance and financial help you provided to bring this student exercise to completion. These same students who will someday inherit your obligations and responsibilities in the architectural environment, and through your efforts their preparation has been enhanced in a number of ways. Like you, they now better understand the nature of the community and have learned to have a greater concern for its well being.

Santa Barbara in the past has appeared in architectural textbooks as a model of community inspiration, pride, and control; and it is hard to believe that good thought and understanding can make this disappear before your eyes.

This student work is offered only with the hope of helping with your efforts toward the abominations of chaos, congestion, and characterless monotony. We have further hope for an increase of the cooperative and dedicated citizenry who shall speak out with you for planning your coming growth in a way which will preserve the peace and soul of the wonderful community which is Santa Barbara.

Sincerely,

George J. Hasslein, A.I.A., Head
Department of Architectural Engineering
California State Polytechnic College



CALIFORNIA STATE POLYTECHNIC
COLLEGE

San Luis Obispo, California

Members, Santa Barbara Chapter
American Institute of Architects

Gentlemen:

We of the staff of the Department of Architectural Engineering wish to thank you for the assistance and financial help you provided to bring this student exercise to completion. These same students who will someday inherit your obligations and responsibilities in the built environment, and through your efforts their preparation has been enhanced in a practical way. Like you, they now better understand the nature of the community and have learned to have a concern for its well being.

Santa Barbara in the past has appeared in architectural textbooks as a model of community inspiration, pride, and control; and it is hard to believe that good thought and understanding can make this disappear before your eyes.

This student work is offered only with the hope of helping with your efforts toward the abominations of chaos, congestion, and characterless monotony. We have further hope for an increase of the cooperative and dedicated citizenry who shall speak out with you for planning your coming growth in a way which will protect the peace and soul of the wonderful community which is Santa Barbara.

Sincerely,

George J. Hasslein, A.I.A., Head
Department of Architectural Engineering
California State Polytechnic College

TABLE OF CONTENTS

CHART 1	Annexation Map
2	Generalized Slope Map
3	Climate Charts
4	Precipitation Chart
5	Climate Charts
6	Agriculture and Employment Chart
7	Taxable Retail Sales and Construction
8	Tax Base and Average Taxable Income
9	Population Distribution Map
10	Population Studies
11	Population Studies
12	Population Studies
13	Holding Capacity Map
14	Generalized Land Use Map
15	Land Use Chart
16	Land Use Chart
17	Generalized Zoning Map
18	Vehicles and Circulation Chart
19	Recreation Facilities
20	Recreation Map
21	The Educational Operating Dollar
22	Educational Facilities
..... 23	Five Year School Trends

CHART 25	Education Map
..... 26	Public Services Map

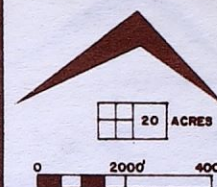
..... SKETCHES

CHART 27	Questionnaire Section Map
28	Questionnaire Data
..... 29	Questionnaire Data

..... THE PROPOSED GENERAL PLAN FOR SANTA BARBARA

SANTA BARBARA

ANNEXATION HISTORY



LEGEND

ORIGINAL CITY 1853
1853 - 1900
1900 - 1910
1910 - 1920
1920 - 1930
1930 - 1940
1940 - 1960
1960 TO DATE

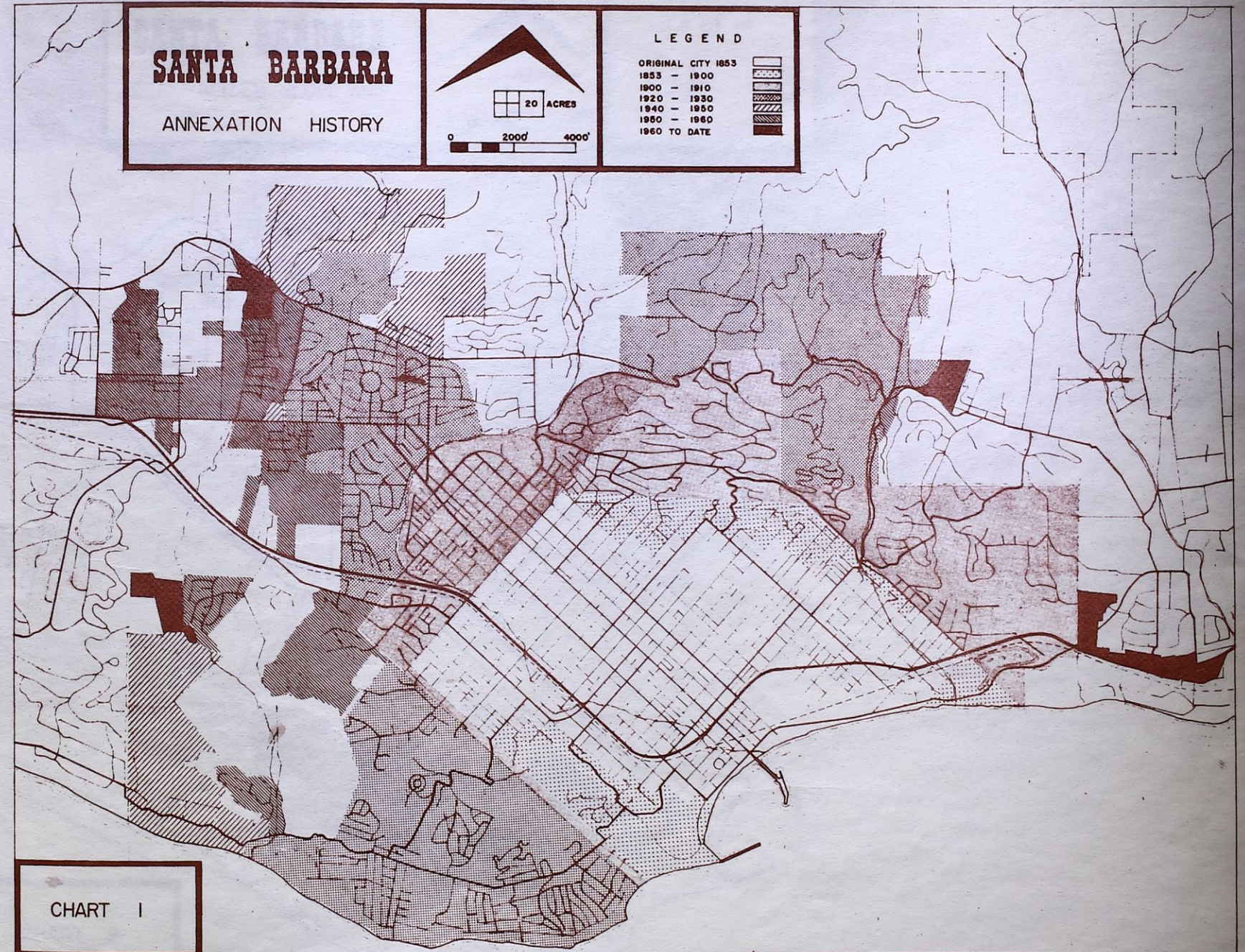
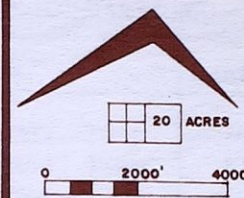


CHART I

SANTA BARBARA

GENERALIZED SLOPE MAP



LEGEND

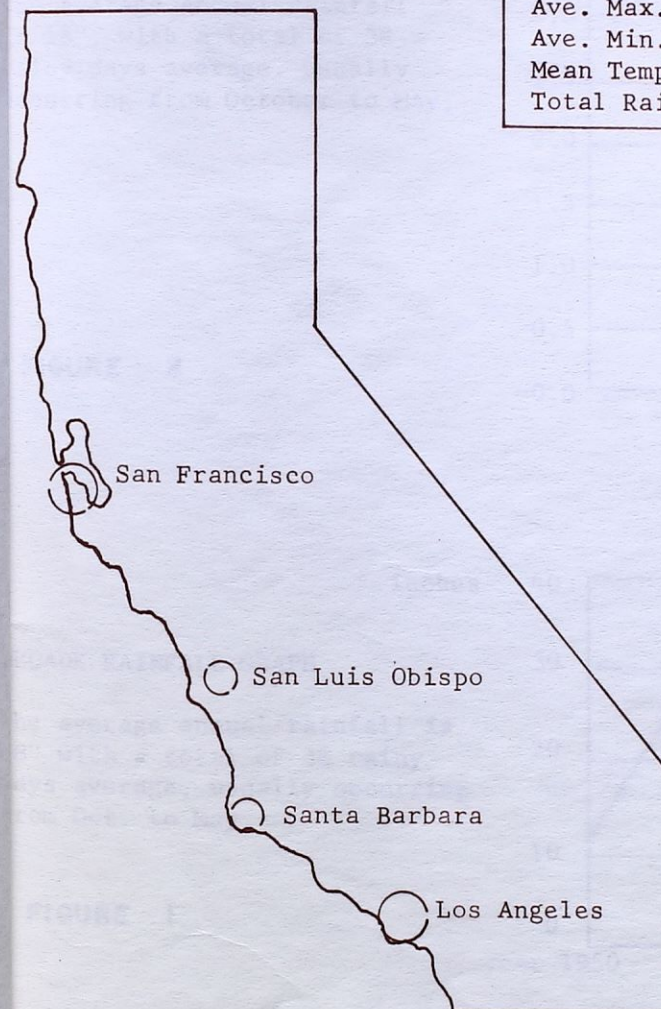
0 - 12 %
12 - 25 %
25 + %



CHART 2

CLIMATE COMPARISONS: Monthly temperature comparisons of 1960

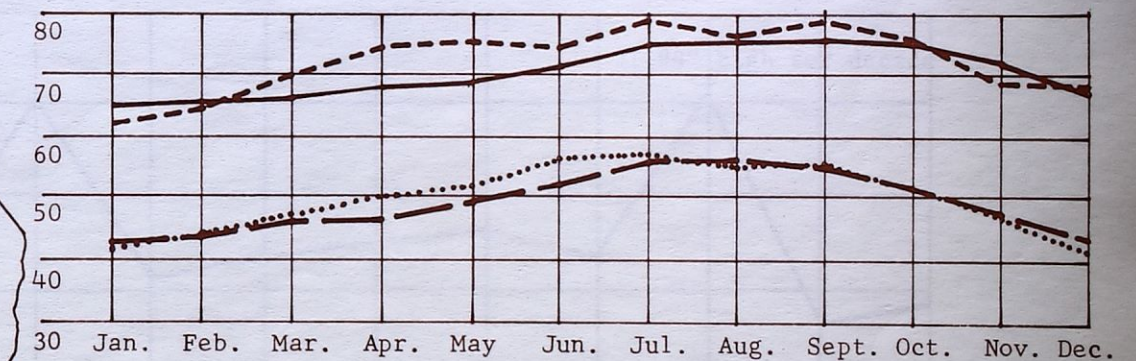
Cities	Santa Barbara	San Luis Obispo	Los Angeles	San Francisco
Ave. Max. Temp.	74.5	68.2	74.0	62.5
Ave. Min. Temp.	51.2	45.1	53.5	46.0
Mean Temp.	62.7	56.7	63.9	57.2
Total Rainfall	24.95 in.	14.68 in.	14.54 in.	17.43 in.



Average air movement in Santa Barbara is less than four miles an hour.

No humidity readings are taken here but due to the equable climate, there is generally not much discomfort from humidity.

CLIMATE CHART:

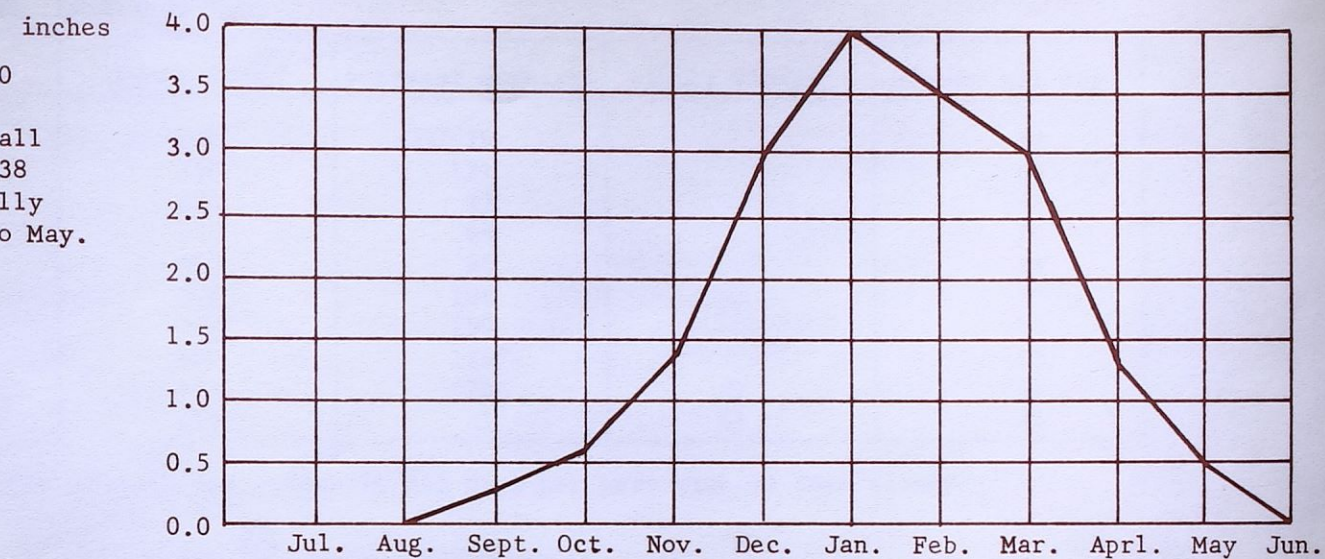


——— Maximum 34 Yr. Average (monthly)
 - - - Minimum 34 Yr. Average (readings taken at night)
 Maximum Monthly Average for 1960
 - . - . Minimum Monthly Average for 1960

AVERAGE RAINFALL FOR 1960

The average annual rainfall is 18", with a total of 38 rainy days average, usually occurring from October to May.

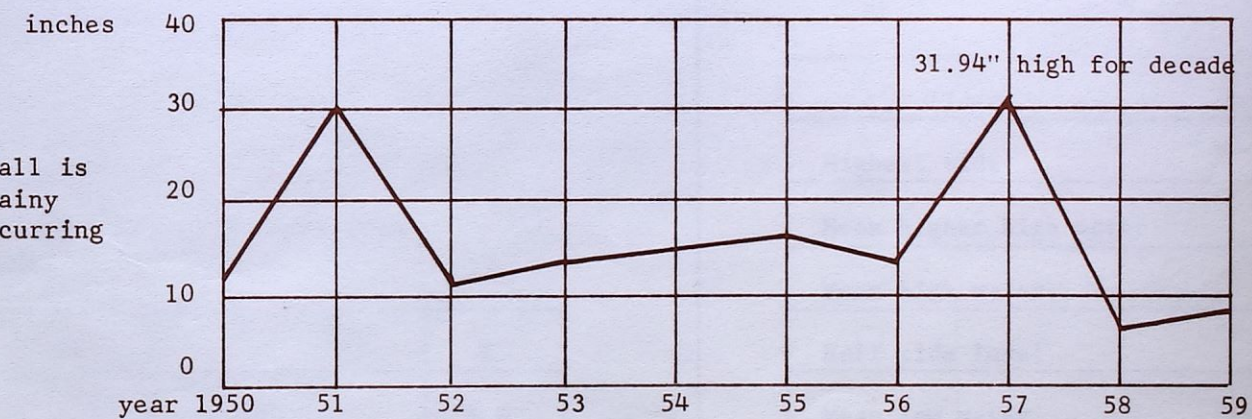
FIGURE 2



DECADE RAINFALL GRAPH

The average annual rainfall is 18" with a total of 38 rainy days average, usually occurring from Oct. to May.

FIGURE 1



SANTA BARBARA SUN CHART 1951-1960

year	sunny days	overcast mornings	partly cloudy	cloudy all day
1951	234	79		52
1952	184	121		60
1953	221	97		47
1954	210	85		70
1955	195	94		76
1956	225	106		35
1957	209	109		47
1958	184	129		52
1959	204	70	57	34
1960	236	41	45	44

Clear skies prevail approximately 262 days per year with 52 days cloudy.

FIGURE 1

WIND

Percent of the time that the wind blows from different directions.

	%		%
North	2.3	South	5.9
Northeast	2.3	Southwest	13.6
East	2.4	West	11.1
Southeast	23.7	Northwest	14.6
Calm	24.2		

FIGURE 2

TIDES

tides	feet
Highest tide	7.40
Mean higher high water	5.30
Mean high water	4.60
Half tide level	2.80
Mean low water	1.00
Mean lower low water	0.00
Lowest tide	2.50

FIGURE 3

CHART 5

CLIMATE

ACREAGE AND F.O.B. VALUE (thousands of dollars) OF AGRICULTURE PRODUCTS

Agr. Products	1939 (value) (acres)	1949 (value) (acres)	1959 (value) (acres)
Fruit and Nut Crops	\$ 3,574	\$ 9,666 13,205	\$12,373 13,368
Truck Crops	5,936	17,852 35,182	18,194 28,252
Field Crops	4,717	7,249 91,562	13,466 505,282*
All Crops	14,227	34,767 139,949	44,034 546,902
Livestock & Livestock Products	5,386	18,069 610,000	24,365 426,000**
Total F.O.B. value	\$19,613	\$52,836	\$68,399

* Includes 425,383 acres of range pasture not included in previous years.

** 1958 figure

Source: Agriculture Crop Report, Department of Agriculture, Santa Barbara County, 1939, 1949, 1959.

EMPLOYMENT BY TYPE OF BUSINESS IN THE SANTA BARBARA AREA

Type of Business	July, 1955	July, 1956	July, 1957	July, 1958
Agriculture, forestry, fishing	1500	1400	1250	1200
Mining	100	100	150	100
Contract construction	1600	1800	2300	2200
Manufacturing	1600	1800	2000	2000
Transportation, utilities & communication	1000	1100	1300	1300
Wholesale & retail trade	7000	7300	6800	6900
Wholesale trade	NA	NA	1100	1100
Retail trade	NA	NA	5700	5800
Finance, insurance & real estate	1400	1500	1500	1500
Service	8300	9100	9900	10200
Government	1800	1900	1800	1900
	24,300	26,000	27,000	27,300

Source: Research Department, Security First National Bank, March 9, 1959.

The areas included in these figures are Santa Barbara, Montecito, Hope Ranch, and Goleta. Employment includes wage and salary workers, proprietors, self-employed, un-paid family workers, and domestics. Government employees engaged in a type of work also performed by private industry are included in the count of the industry.

CHART 6

AGRICULTURE AND EMPLOYMENT

TAXABLE RETAIL SALES

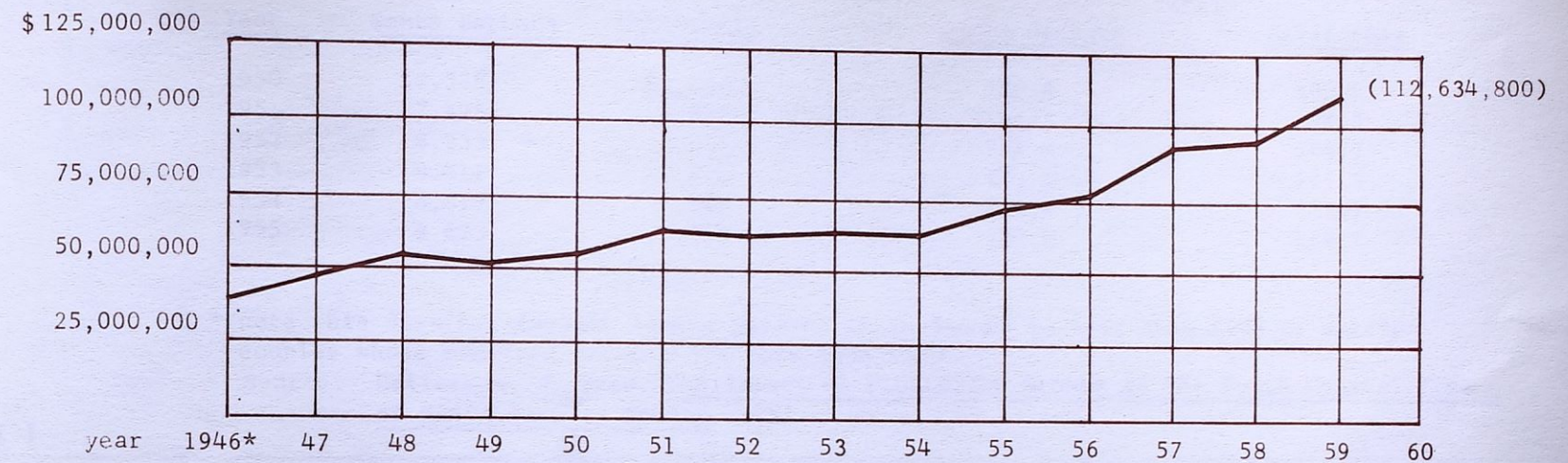
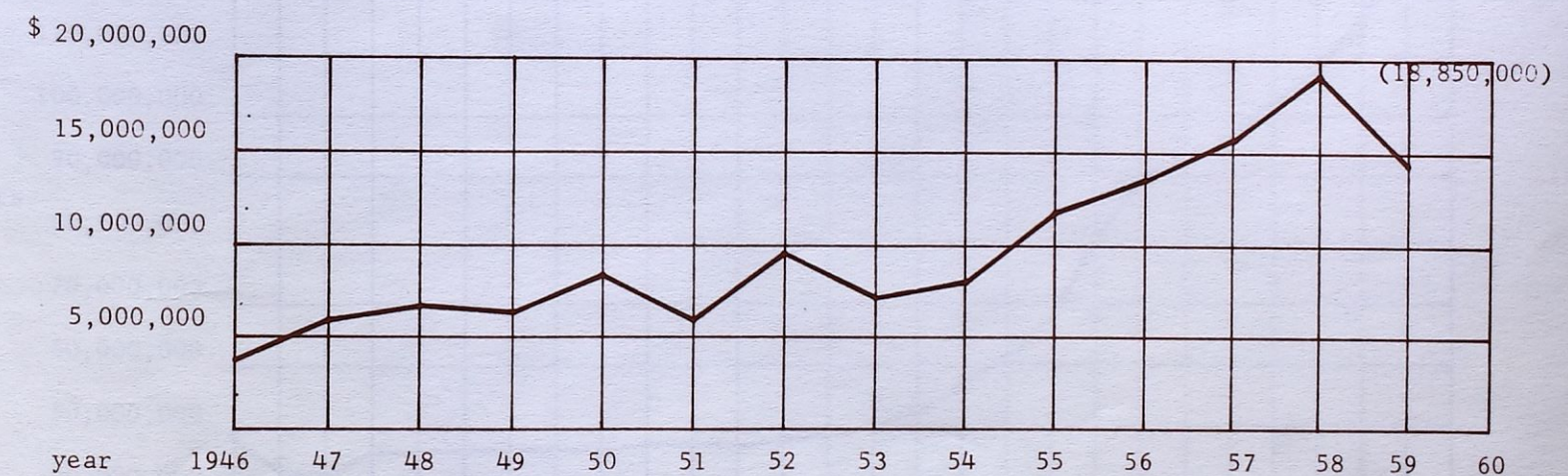


FIGURE 1

1946* first year of collection (Treasury Department Reports)

CONSTRUCTION ...

Value of Dwelling Units Authorized for the City of Santa Barbara.



Source: Chamber of Commerce, Santa Barbara, California

FIGURE 2

CHART 7

TAXABLE RETAIL SALES AND CONSTRUCTION

AVERAGE TAXABLE INCOME*

Year	Santa Barbara	California	Ratio	
			Santa Barbara	California
1950	\$7,388	\$6,682	100.0	100.0
1951	7,478	6,567	101.2	98.3
1952	8,233	7,061	111.4	105.7
1953	8,411	7,478	113.8	111.9
1954	8,819	7,545	119.4	112.9
1955	9,633	7,799	130.4	116.7

* note this does not include single persons whose income is less than \$200 or married couples whose combined incomes are less than \$3500.

Source: Halterman, J. Fred, The Impact of Population Growth in the South Coastal Area of Santa Barbara County, 1957.

FIGURE 1

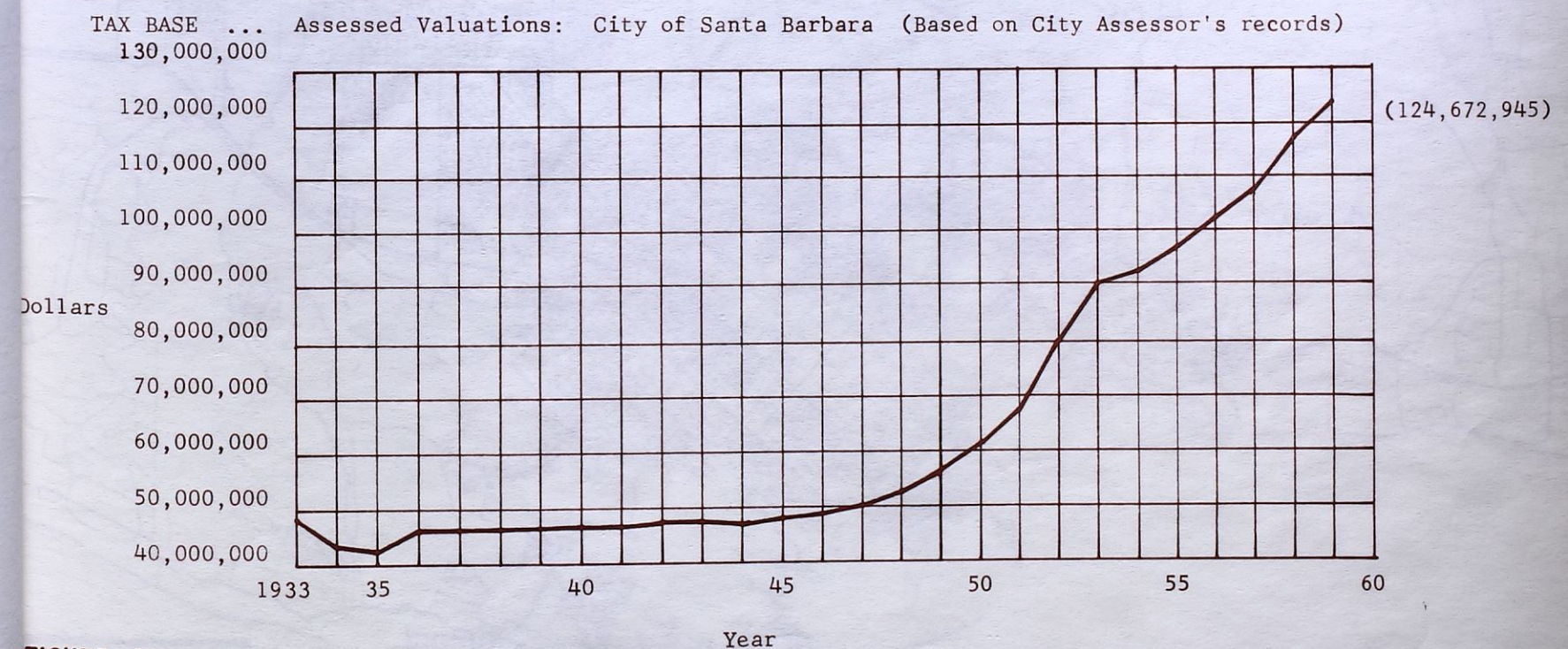


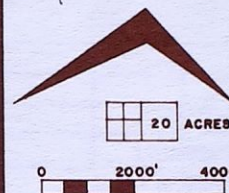
FIGURE 2

CHART 8

TAX BASE AND AVERAGE TAXABLE INCOME

SANTA BARBARA

POPULATION DISTRIBUTION



LEGEND

1 DOT = 25 PERSONS

BASED EXISTING LAND USE
OCTOBER 1960 AT THREE
PERSONS PER DWELLING
UNIT = 57,800 POPULATION

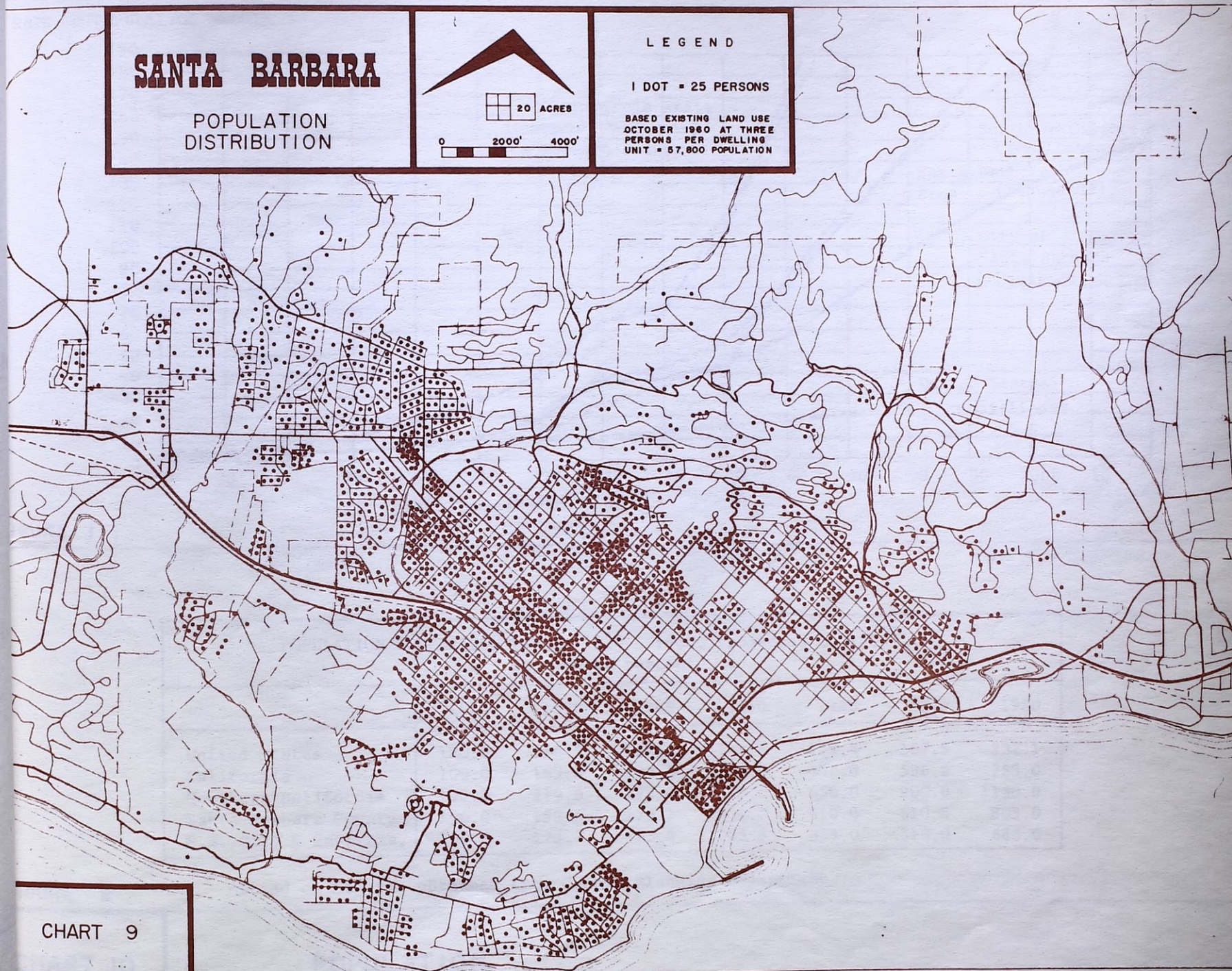


CHART 9

RATE OF POPULATION GROWTH

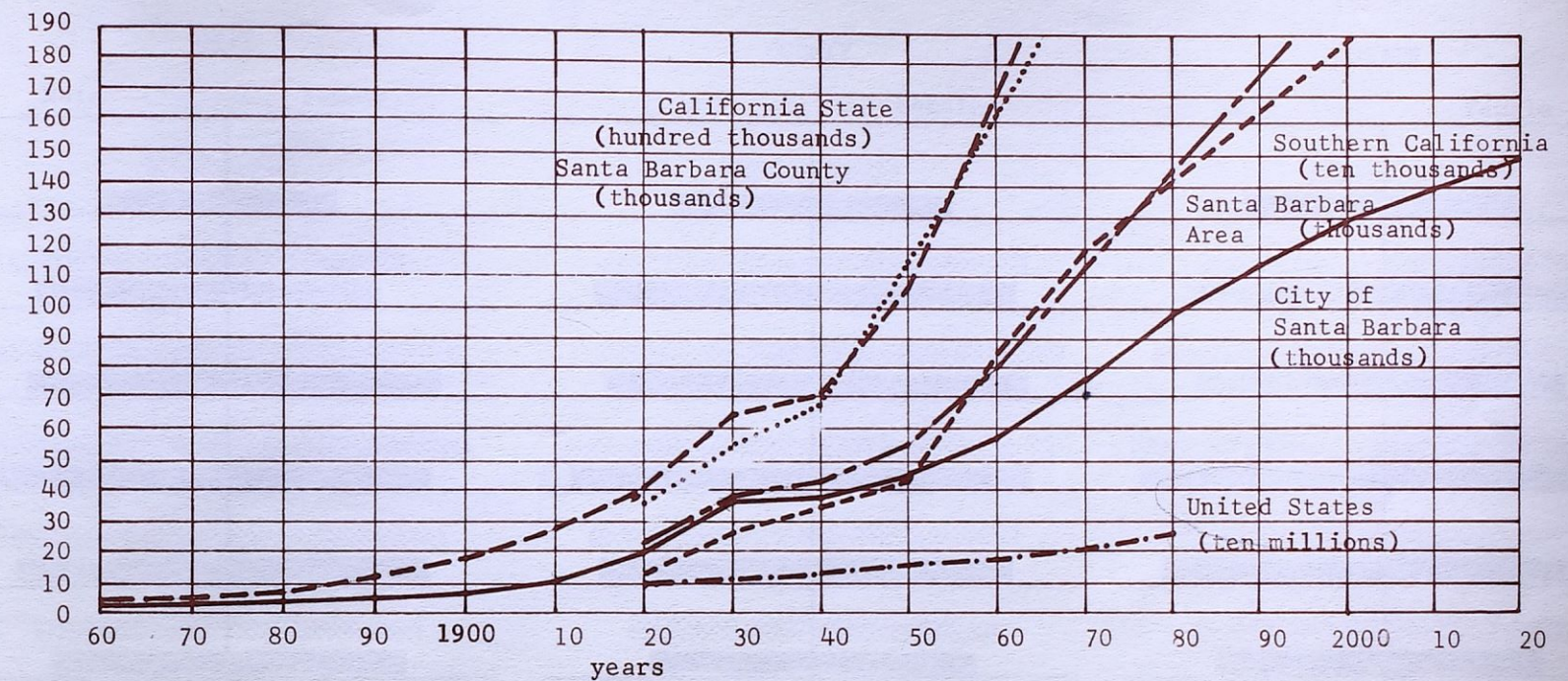


FIGURE 1

POPULATION COMPARISON TABLE: *1920 - 1960, Projected to 1980 (growth in percent)							
	1920	1930	1940	1950	1960	1970	1980
United States	100.0	116.2	124.8	142.5	169.4	187.5	232.1
California	100.0	163.5	199.0	305.0	446.0	596.0	735.0
Southern California	100.0	219.0	276.0	419.0	650.0	900.0	1130.0
Santa Barbara County	100.0	158.6	173.1	239.0	410.0	610.0	805.0
S.B. City & Environs.	100.0	172.7	185.4	245.5	359.0	518.0	663.0

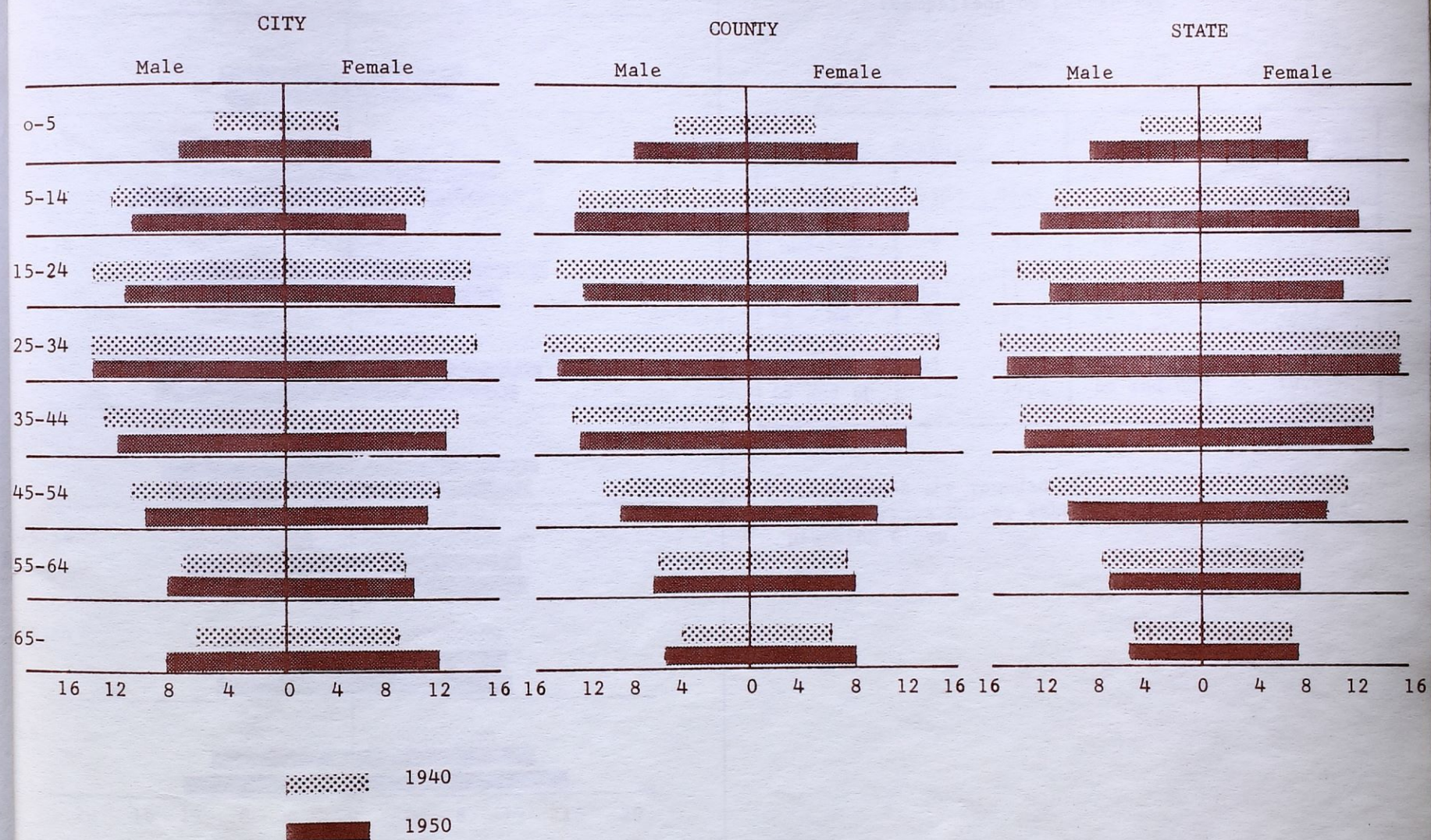
FIGURE 2

*Based on figures obtained from County Planning Department

CHART 10

POPULATION

PERCENTAGE OF TOTAL POPULATION



Source: Halterman, J. Fred, The Impact of Population Growth in the South Coastal Area of Santa Barbara County.

CHART II

POPULATION

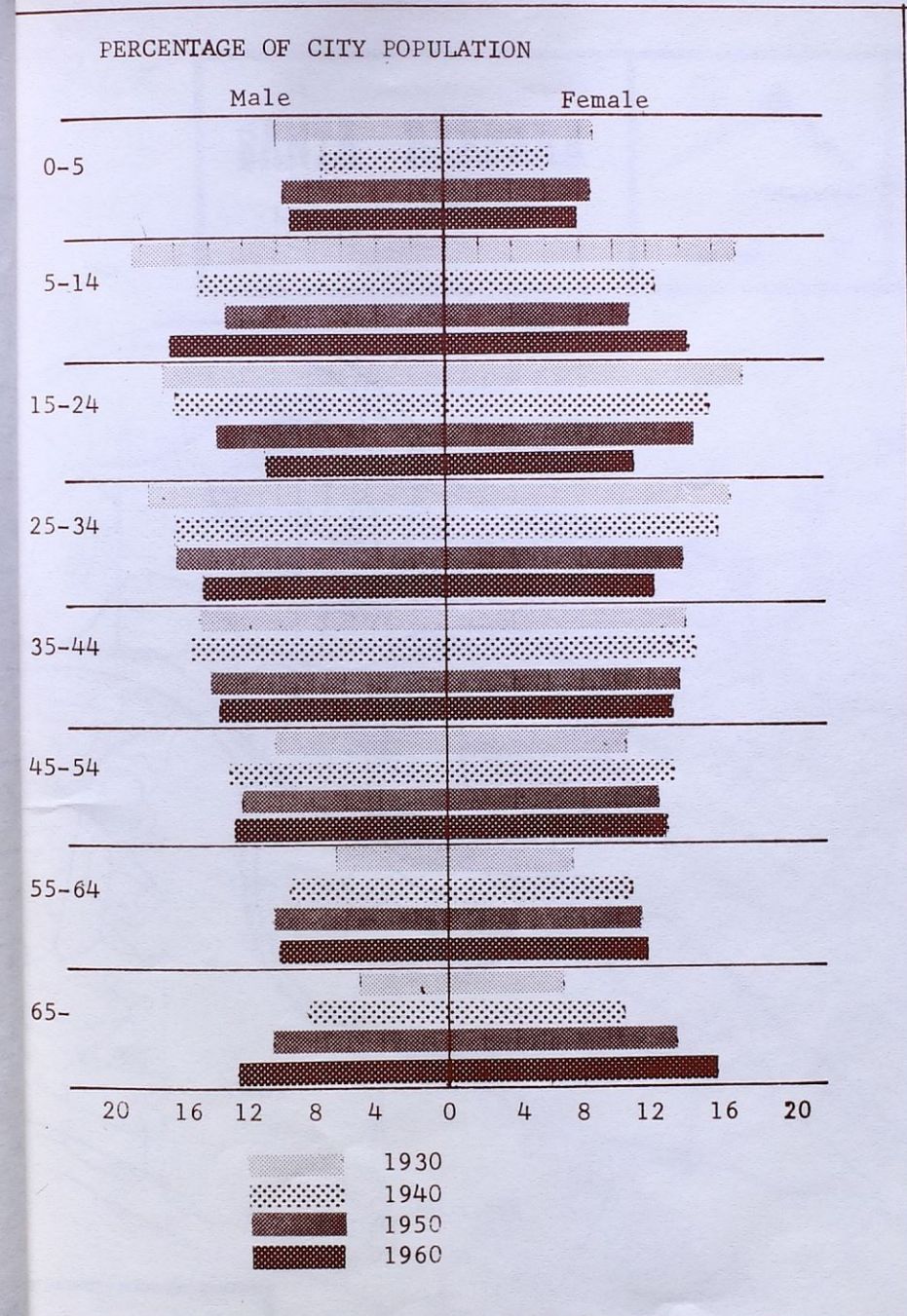


FIGURE 1

CHART 12

POPULATION

COMPARISON OF POPULATION FOR YEARS 1950, 1955, & 1960
(comparison by percentage)

U. S. Census			Santa Barbara Survey **	
age	1950*	1955	age	1960
under 5	9	8.7	under 5	11.8
5 - 14	12	15.5	5 - 12	16.1
15 - 24	14	11.0	13 - 21	14.9
25 - 44	30	26.9	22 - 45	30.1
45 - 54	13	12.9	46 - 55	11.4
55 - 64	11	11.0	56 - 65	6.9
65 and up	12	14.3	66 and up	10.4

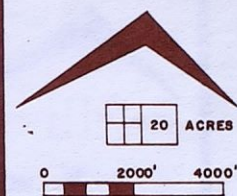
* Percentages are rounded off.
** Santa Barbara Survey taken January, 1961, by this planning group.

FIGURE 2

STUDIES

SANTA BARBARA

HOLDING CAPACITY



BASED UPON PROPOSED
MAXIMUM RECOMMENDED
DWELLING UNITS PER ACRE
AT THREE PERSON PER
DWELLING UNIT.

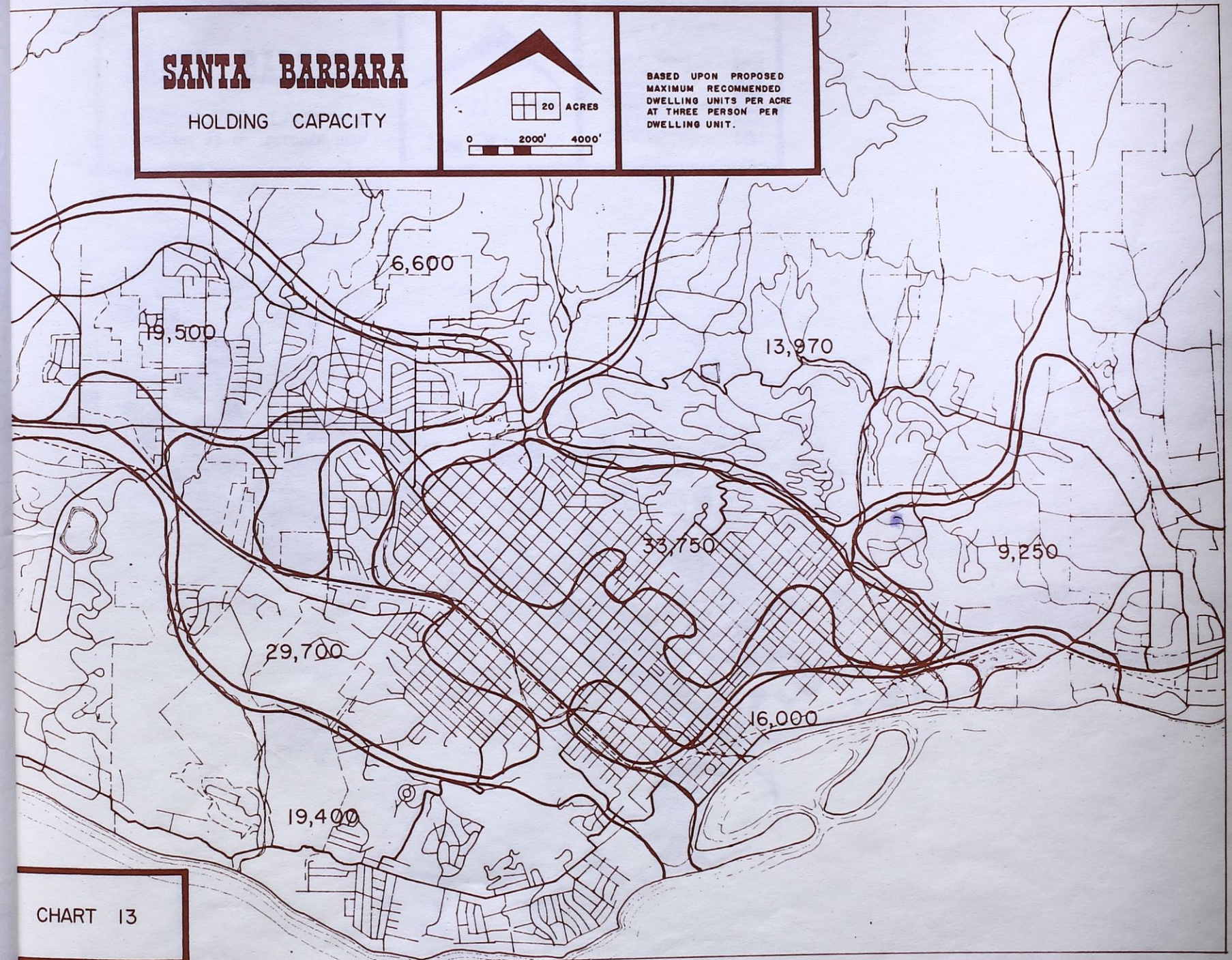
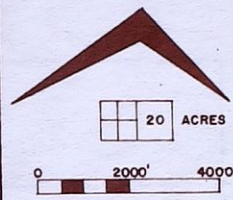


CHART 13

SANTA BARBARA

GENERALIZED LAND USE
EXISTING AS OF OCTOBER 1960



LEGEND

- SINGLE FAMILY
- MULTIPLE
- COMMERCIAL
- INDUSTRIAL
- PUBLIC - QUASI PUBLIC
- AGRICULTURAL
- VACANT
- HOSPITAL

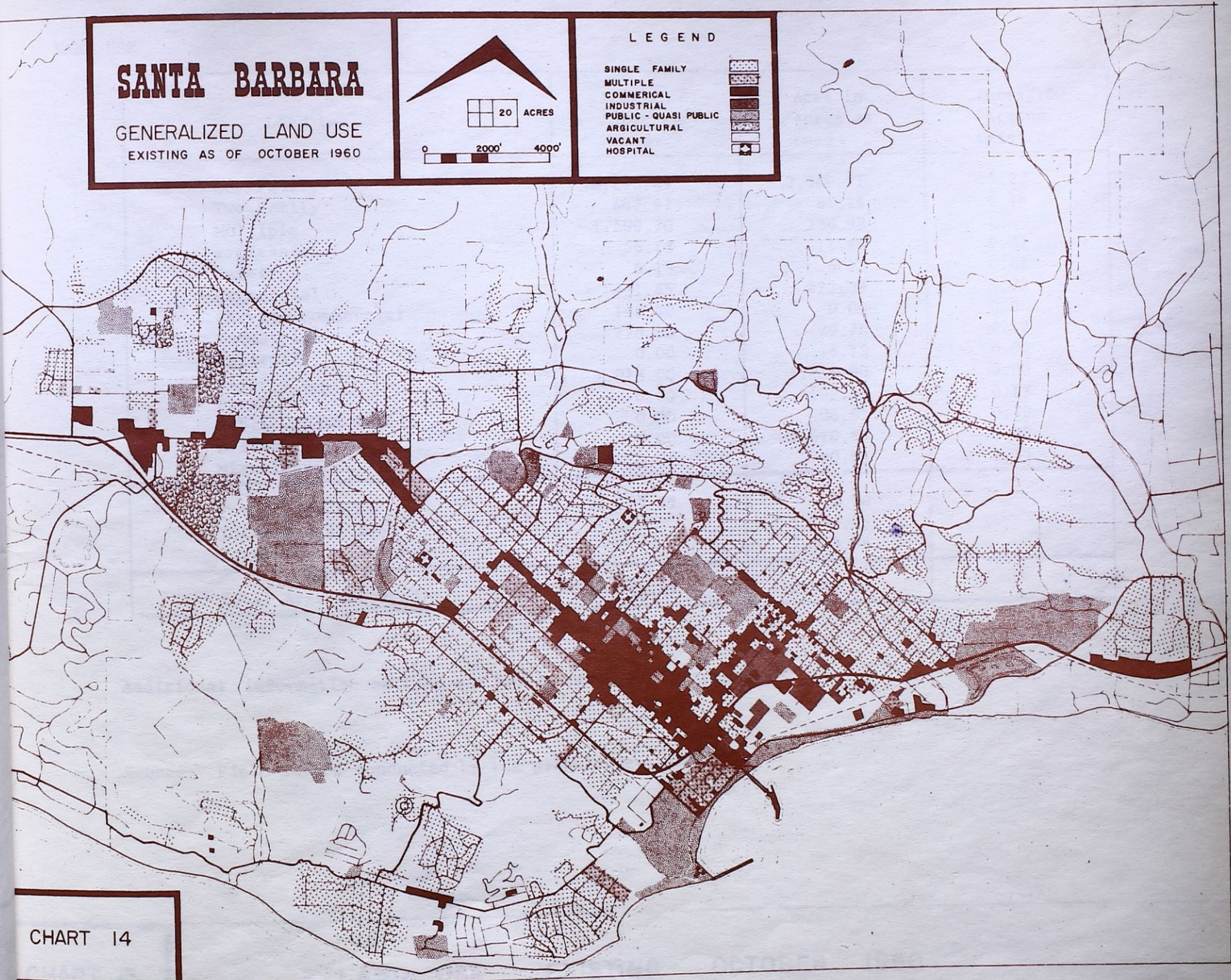


CHART 14

LAND USE

Land Use	Area in Acres as Zoned	Area in Acres as Used	Acres/100 Persons Existing
One Family	8,273.49	3,060.71	5.27
Two Family	647.97	81.79	0.14
Multiple	1,509.70	236.98	0.40
Professional	56.13	11.90	0.02
Research	6.13	6.13	0.01
Commercial	731.65	422.39	0.72
Service-Commercial	196.40	0.00	0.00
Industrial	278.00	70.76	0.12
Railroad	0.00	46.73	0.00
Airport	1,018.00	1,018.00	0.00
Parks	0.00	102.58	0.17
Public-Quasi Public	0.00	406.52	0.70
Street	0.00	2,010.50	0.00
Miscellaneous	0.00	80.43	0.13
Total Land Area	12,717.47	0.00	
Total Vacant Area		5,162.05	
Total Developed Area		7,555.36	
Total Area Surveyed	12,717.47	12,717.47	

Additional information on land use may be obtained in Appendix C

Source: Field survey conducted by the planning group

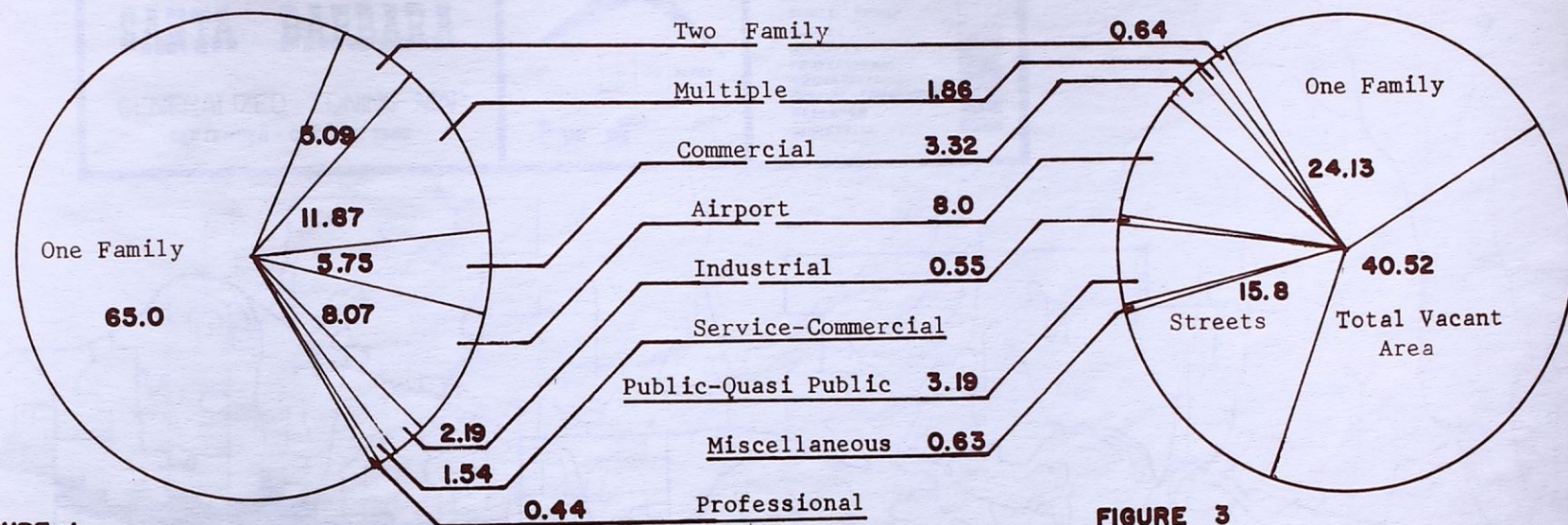


FIGURE 1

FIGURE 3

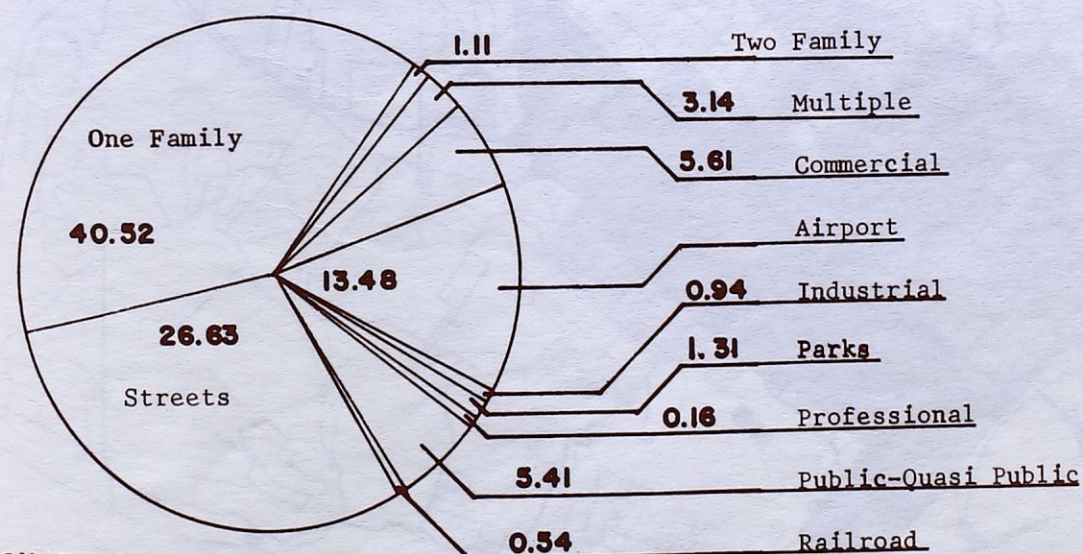


FIGURE 2

Figure I
PERCENT OF TOTAL LAND AREA
AS ZONED

Figure II
PERCENT OF TOTAL DEVELOPED
AREA AS USED

Figure III
PERCENT OF TOTAL LAND AREA
AS USED

Reference: Chart 15

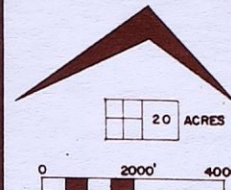
CHART 16

LAND USE

EXISTING OCTOBER 1960

SANTA BARBARA

GENERALIZED ZONING MAP
SEPTEMBER - OCTOBER 1960



LEGEND

SINGLE FAMILY
DUPLEX
MULTIPLE
PROFESSIONAL
COMMERCIAL
SERVICE - COMMERCIAL
RESEARCH
INDUSTRIAL



CHART 17

SANTA BARBARA COUNTY

Item	1957	1958	1959	1960
Automobiles	53,131	59,291	64,404	74,721
Trucks	8,718	10,275	10,801	11,735
Motorcycles	403	508	660	872
Population	136,000	144,000	150,000	168,000

STATE

Item	1957	1958	1959	1960
Automobiles		6,013,519	6,371,875	6,751,313
Trucks		871,859	928,153	928,821
Motorcycles		60,278	68,778	75,590
Population				15,500,000

CHART 18

VEHICLES — CIRCULATION

RECREATION STANDARDS AND SUMMARY OF EXISTING FACILITIES*

Playground (neighborhood)

- Standard: 2-6 acres
 one acre per 800 population
 service radius is $\frac{1}{4}$ to $\frac{1}{2}$ mile
- Existing: 7 parks with less than 2 acres (7 acres total)
 10 parks with between 2-6 acres (40.3 acres total)
 9 are very limited in available facilities
 4 parks with between 6-12 acres (36 acres total)
 2 are very limited in available facilities

Playfield (community)

- Standard: 12-20 acres
 one acre per 800 population
 serving up to 20,000 persons
 service radius is $\frac{1}{4}$ to 1 mile
- Existing: 3 parks with between 12-20 acres (47.2 acres total)
 1 park with 48.4 acres
 (27 acre pond, 11acre turf, 10.37 undeveloped)

Park (regional)

- Standard: greenery, shade trees, lawns, walks, benches
 one such area of 100 acres per 40,000 persons

Existing: none

Tot-lots

- Standard: 100 ft. x 150 ft., fenced, shaded, swings, slides, sandboxes, etc.
 one acre per 10,000 persons
- Existing: 7 lots of small acreage
 mostly incorporated with other recreation areas (playgrounds, etc.)

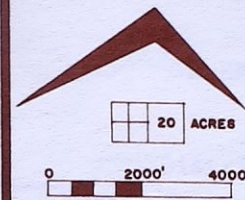
Recreation Center

- Standard: Center, gym, arena, auditorium
 one per 20,000 persons
 service radius is $\frac{1}{2}$ to 1 mile
- Existing: 2

*For precise inventory see Survey of Recreation Facilities on the South Coast Area of Santa Barbara County, by E. L. Bergman and Robert Stansbury, April, 1958

SANTA BARBARA

RECREATION



LEGEND

EXISTING
NEIGHBORHOOD
COMMUNITY
REGIONAL

PROPOSED
NEIGHBORHOOD
COMMUNITY
REGIONAL

● ▲ □ ○ △ □

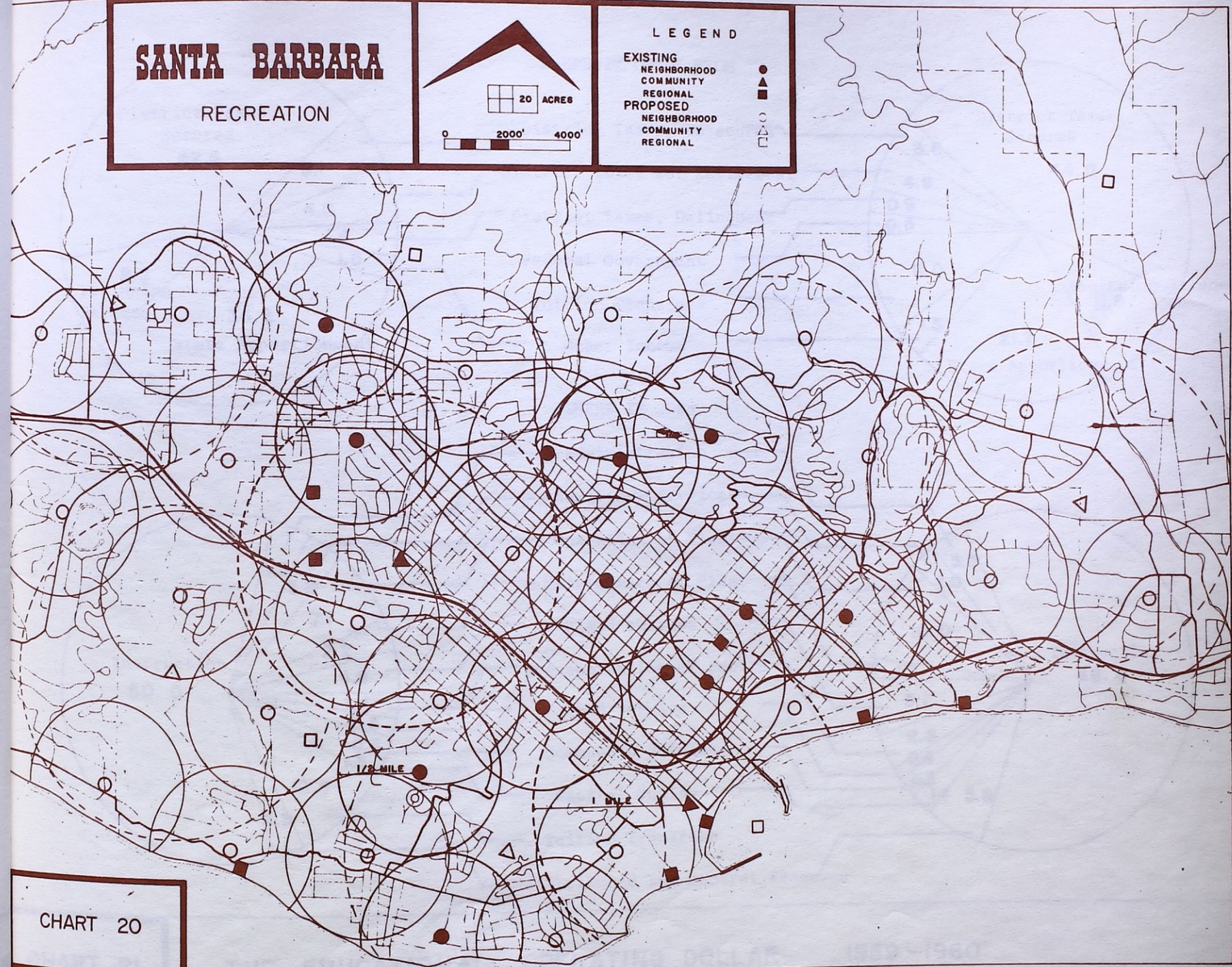


CHART 20

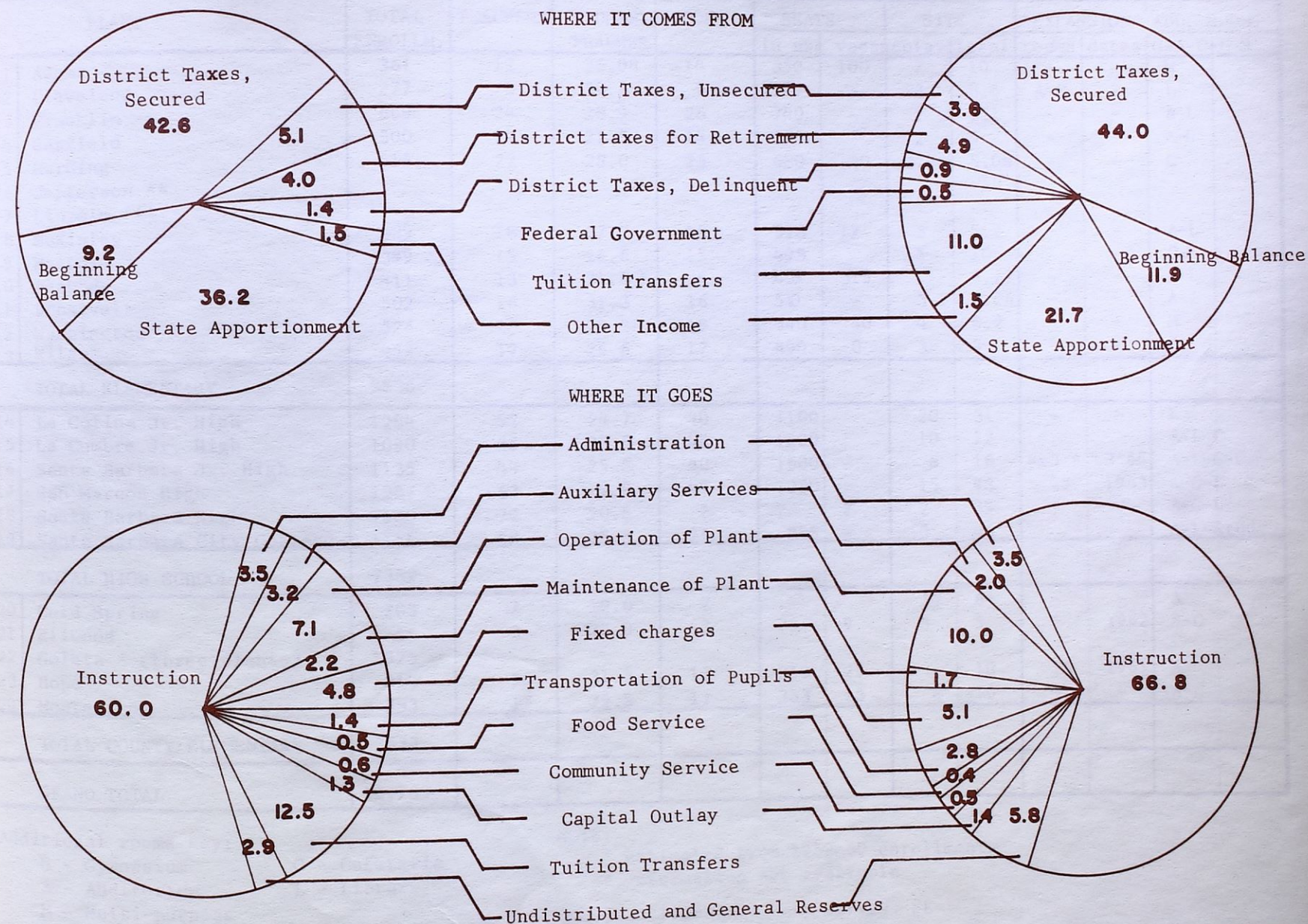


CHART 21

THE EDUCATIONAL OPERATING DOLLAR 1959 - 1960

SANTA BARBARA PROJECT: EDUCATIONAL FACILITIES

PLANT	TOTAL ENROLLM.	TEACHERS	STUDENT/TEACHER	ROOMS	SEATS		SITE		EXPANSION		ADD. ROOMS	
					in use	vacant	play	total	rooms	dates	G-A-C-L-M	
1 Adams	361	12	36.08	14	350	100	?	10	-	-	M	
2 Cleveland	277	8	34.6	9	277	-	3	8.5	A-C	?	L	
3 Franklin	669	24	28.9	26	740	-	?	7.1	-	-	A-L	
4 Garfield	300	14	21.5	14	375	-	2	5	-	-	A-L	
5 Harding	617	22	28.0	23	680	20	2.96	5.08	-	-	C	
6 Jefferson **												
7 Lincoln **												
8 McKinley	489	18	27.7	18	528	12	3	5.2	-	-	A-L	
9 Monroe	399	15	26.6	15	498	-	5	10	-	-	C-A	
10 Peabody	411	13	31.6	25	455	315	-	6.77	-	-	A-L	
11 Roosevelt	502	16	31.3	16	510	-	3.5	8.06	-	-	A-L	
12 Washington	526	18	29.2	18	540	40	4	8.2	-	-	M	
13 Wilson	452	17	26.6	17	490	0	3	4	*	-	0	
TOTAL ELEMENTARY	5836											
14 La Colina Jr. High	1284	52	24.7	40	1100	-	20	31	-	-	L	
15 La Cumbre Jr. High	1090	46	23.8	48	1200	-	10	12	-	-	A-L-C	
16 Santa Barbara Jr. High	1135	44	25.8	40	1600	-	8	16	4&5 *	'63'65	A-L-G-C	
17 San Marcos High	1257	63	19.9	49	1280	-	15	43	23	1963	A-G-L	
18 Santa Barbara High	1500	72	20.8	?	?	?	?	39	?	?	A-G-L	
19 Santa Barbara City College	1116	43	25.8	25	885	-	0	45	-	-	A-L-Study	
TOTAL HIGH SCHOOL	7382											
20 Cold Spring	203	7	19.0	7			3½	6½	-	-	A	
21 Ellwood	66	3	22.0	3	76	9	3	5	6	1962	A-C	
22 Goleta * (three plants)	1925											
23 Hope	814	26	31.3	17	816	25		10	13	1961	A	
24 Montecito	383	17	22.5	17	383	13	6	10	-	-	A-C	
TOTAL COUNTY ELEMENTARY	3433											
GRAND TOTAL	16,735											

Additional rooms Key:

G - Gymnasium

A - Auditorium

M - Multi-purpose

C - Cafeteria

L - Library

NOTE:

* estimated from 1959-60 enrollments

** information not available

Source: Planning group survey, SE-1

CHART 22

EDUCATION

SANTA BARBARA CITY SCHOOLS:

(Santa Barbara School District, Santa Barbara High School District)

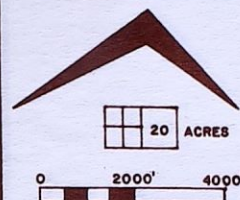
FIVE YEAR TREND IN SCHOOL ENROLLMENTS:

Grades	54-55	55-56	56-57	57-58	58-59	60-61
KDG-6	4951	4956	5290	5632	5787	5836
7-9	2104	2247	2529	2580	2812	3518
10-12	1565	1667	1770	1990	2267	2870
13-14	651	607	675	861	665	1161
Adult	2582	2849	3998	3837	3985	
total	11853	12326	14262	14900	15516	

Source: Stroke, Thomas M., California Editor.

SANTA BARBARA

EDUCATION



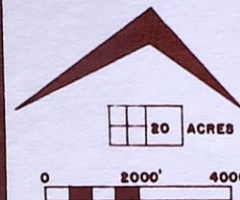
LEGEND

- | | |
|--------------|---|
| EXISTING | ● |
| ELEMENTARY | ▲ |
| JUNIOR HIGH | ■ |
| SENIOR HIGH | ◼ |
| CITY COLLEGE | ⊙ |
| PROPOSED | ○ |
| ELEMENTARY | △ |
| JUNIOR HIGH | ◻ |
| SENIOR HIGH | □ |

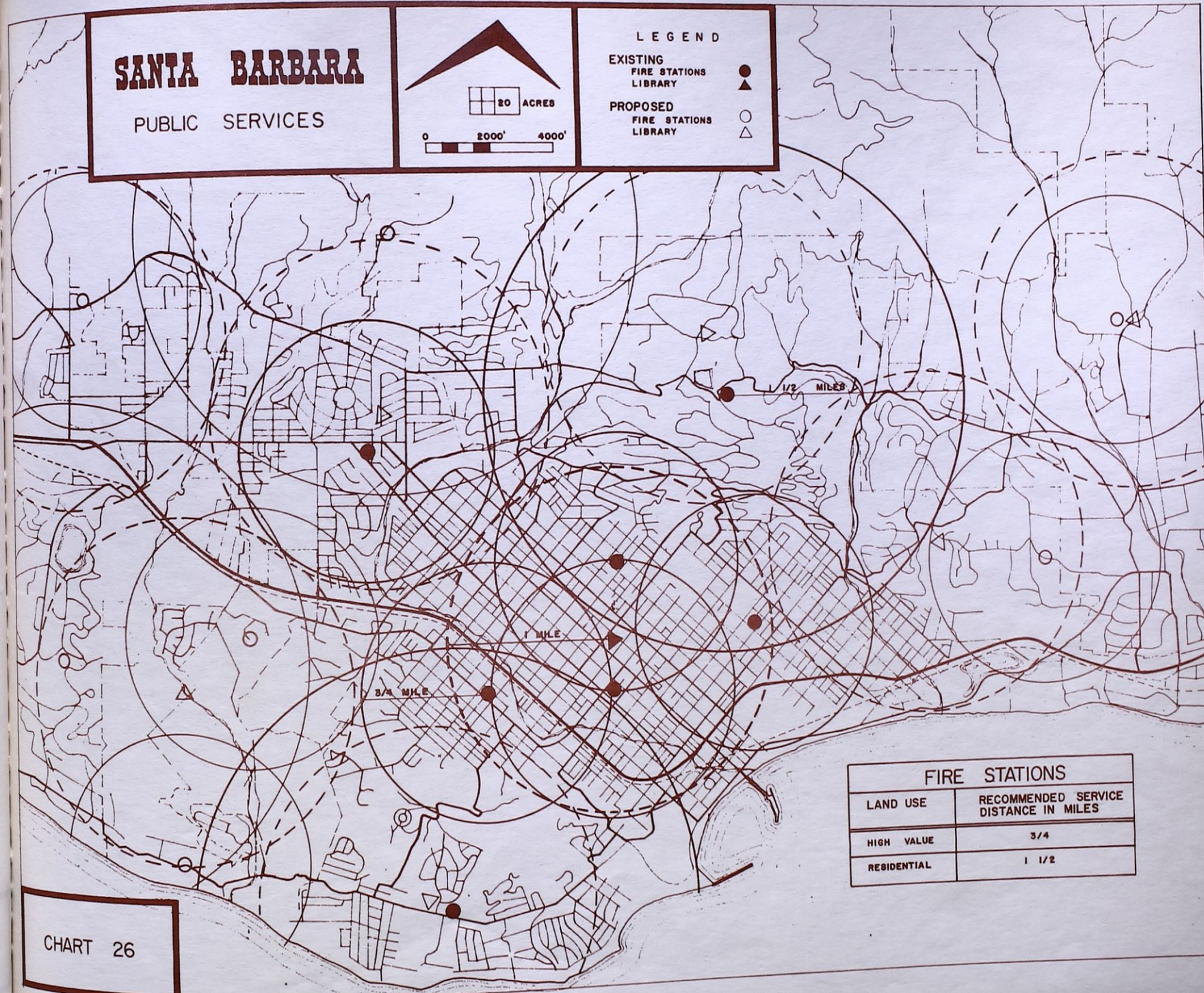


SANTA BARBARA

PUBLIC SERVICES

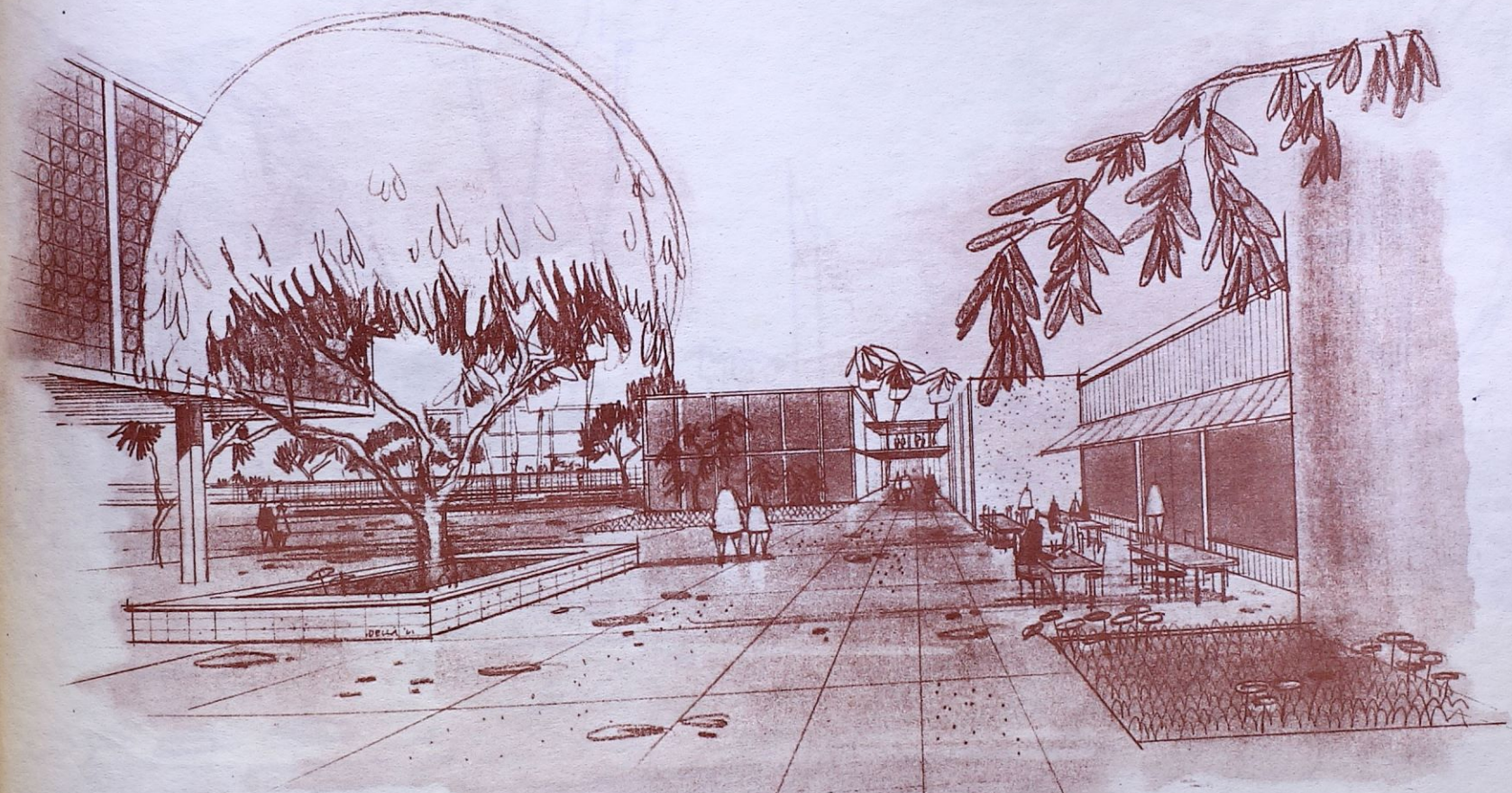


LEGEND
 EXISTING FIRE STATIONS
 LIBRARY
 PROPOSED FIRE STATIONS
 LIBRARY



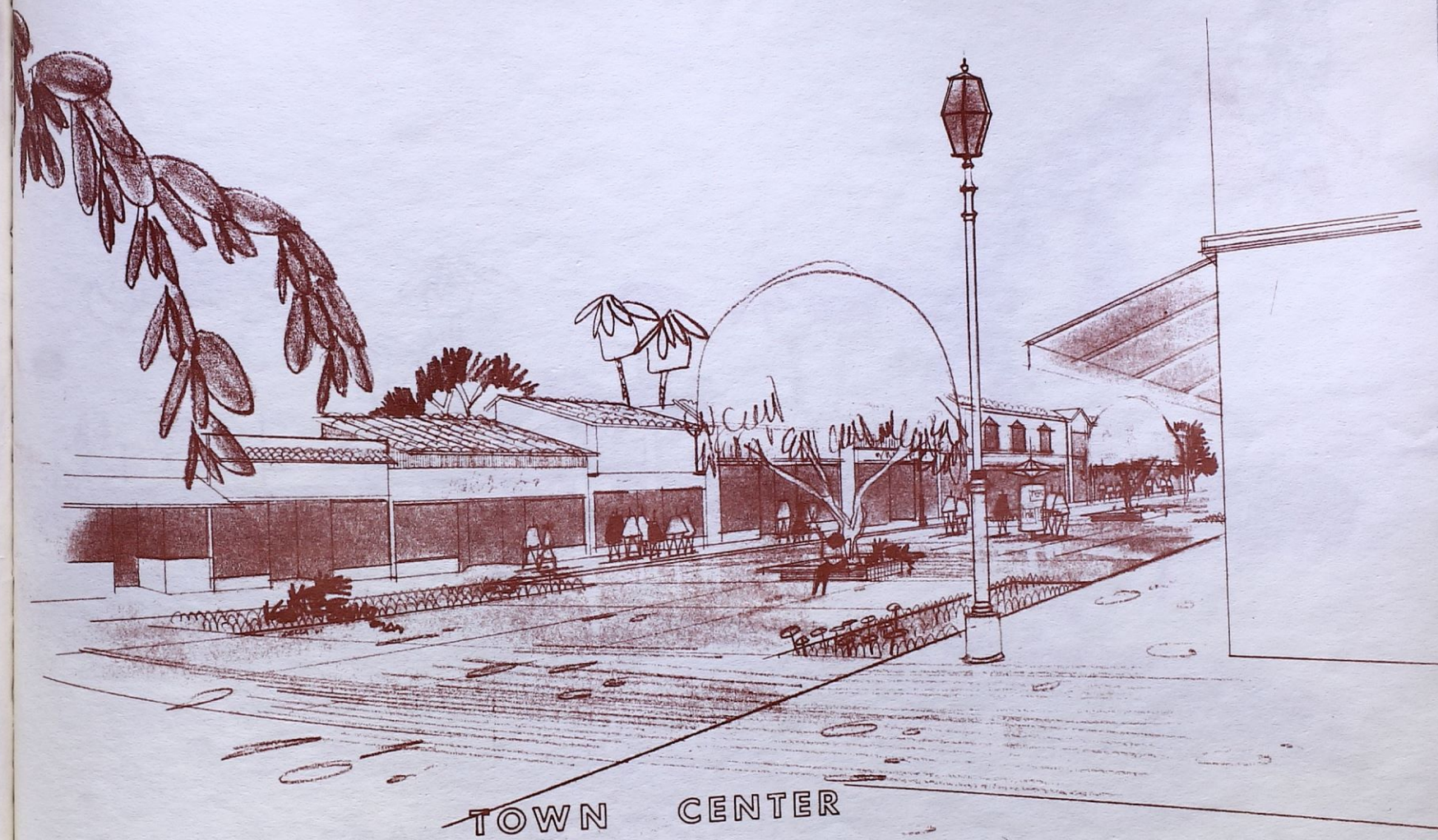
FIRE STATIONS	
LAND USE	RECOMMENDED SERVICE DISTANCE IN MILES
HIGH VALUE	3/4
RESIDENTIAL	1 1/2

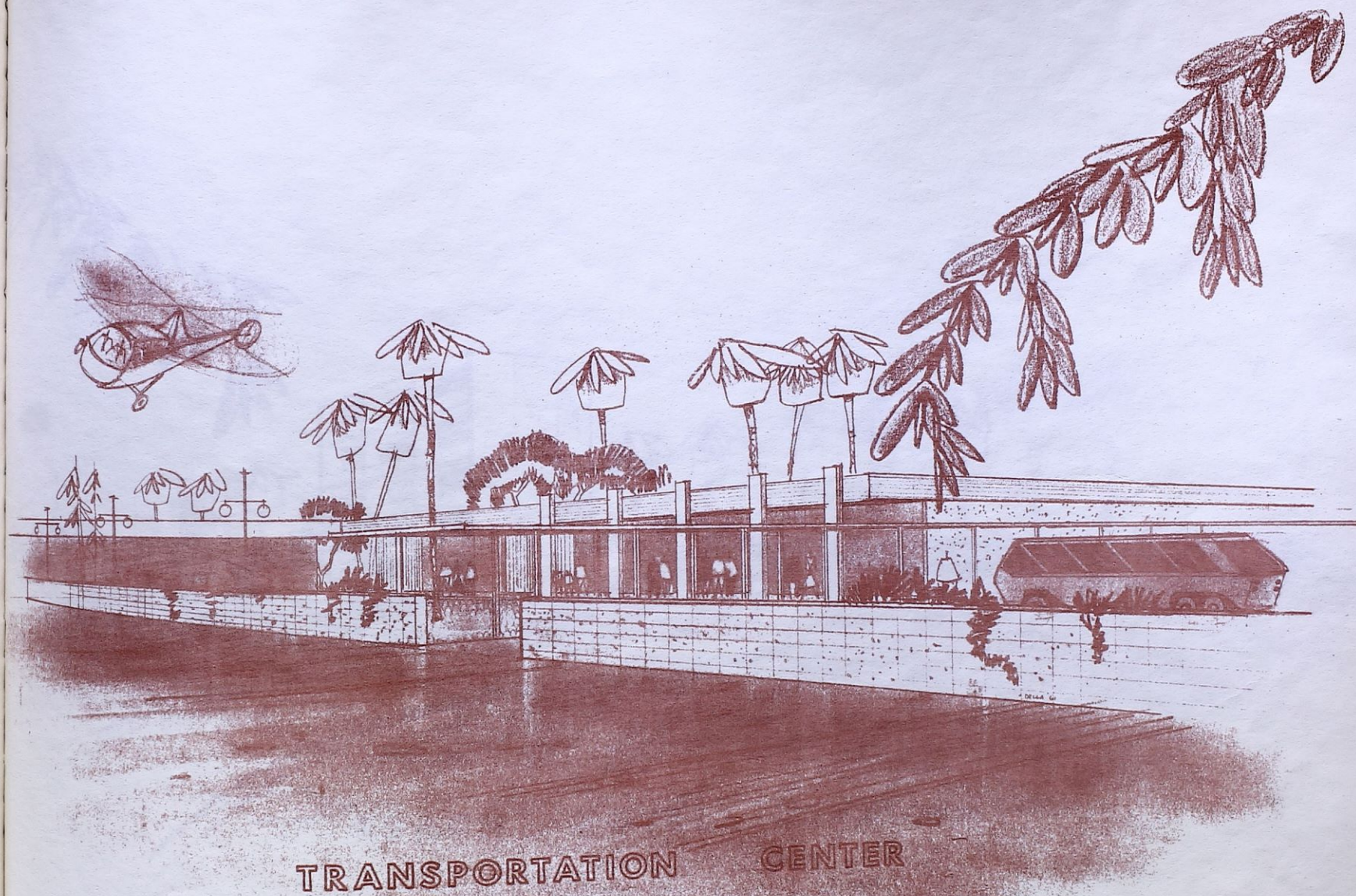
CHART 26

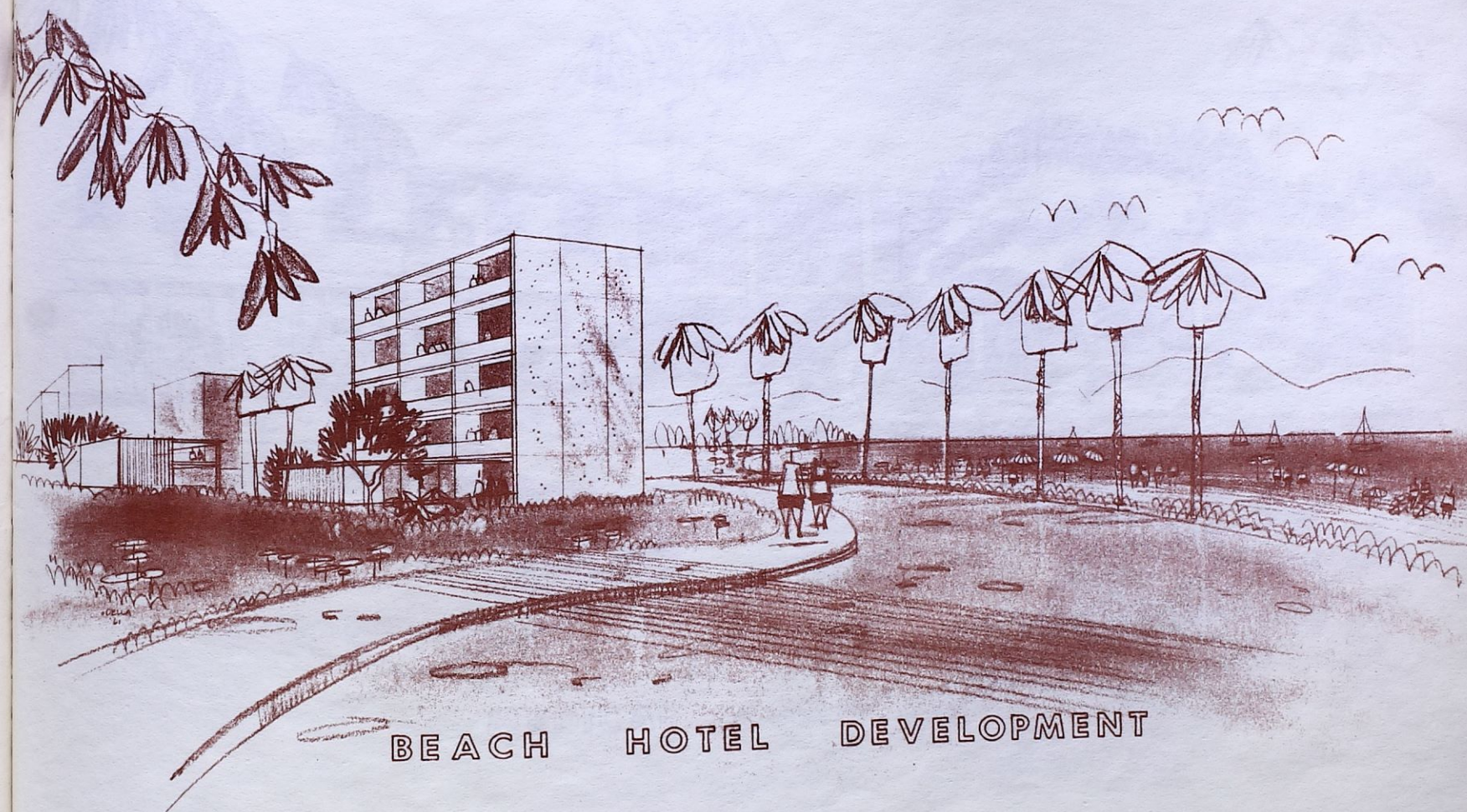


COMMERCIAL PARK

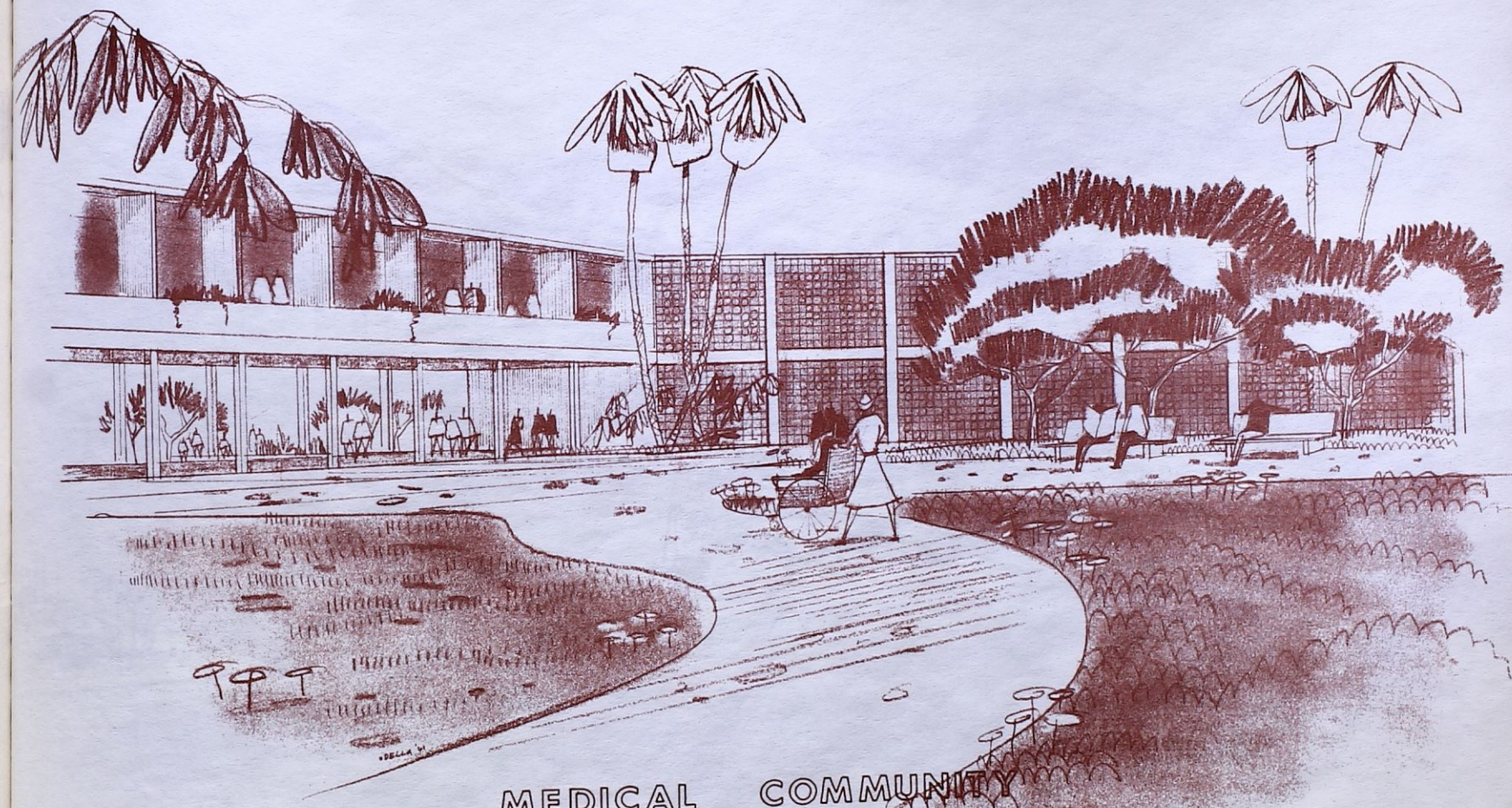




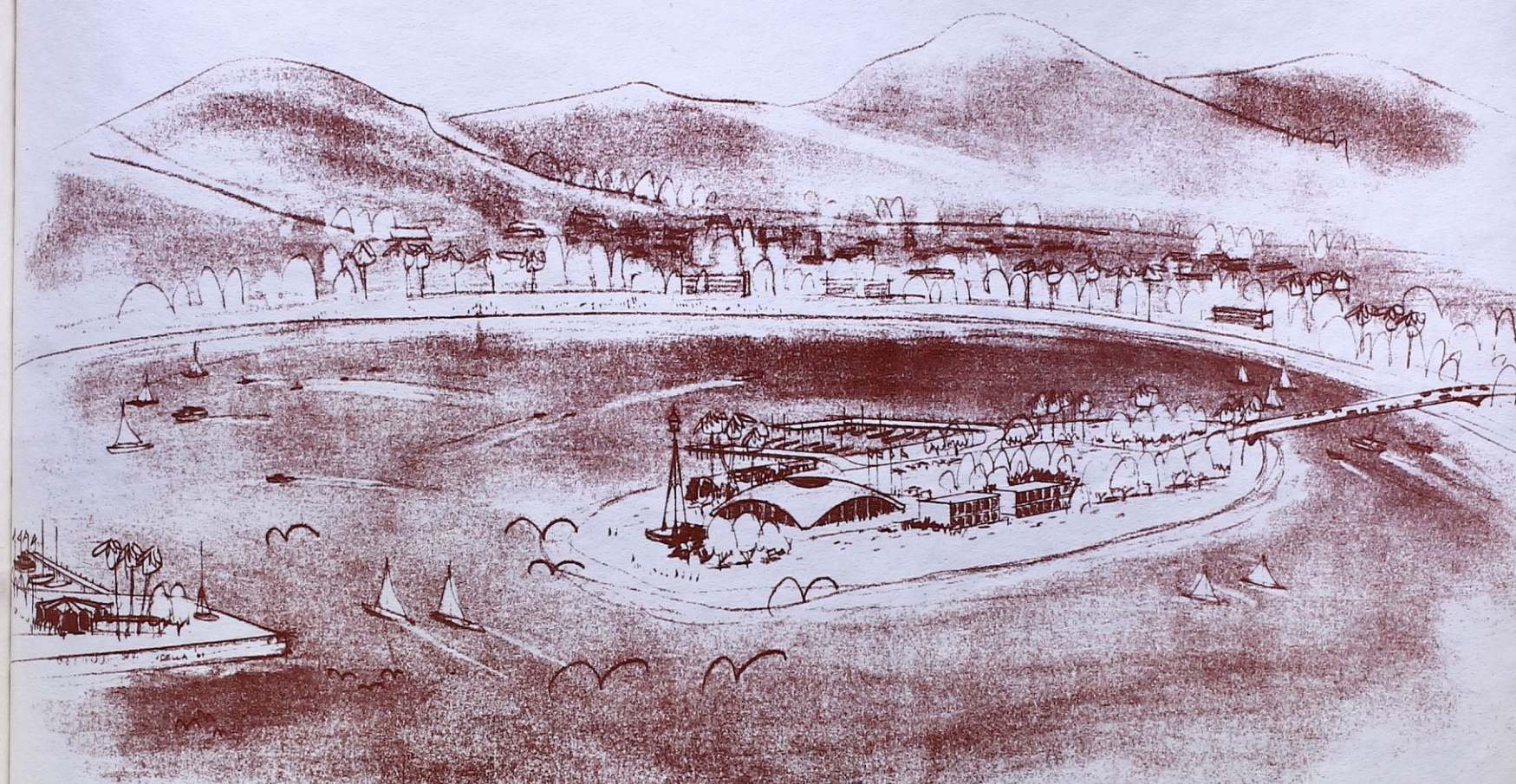




BEACH HOTEL DEVELOPMENT



MEDICAL COMMUNITY



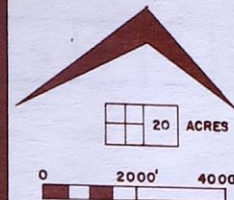
ISLAND CONVENTION CENTER



PENINSULA DEVELOPMENT

SANTA BARBARA

QUESTIONNAIRE
JANUARY 1961



INDICATES DIVISION
SECTIONS OF CITY

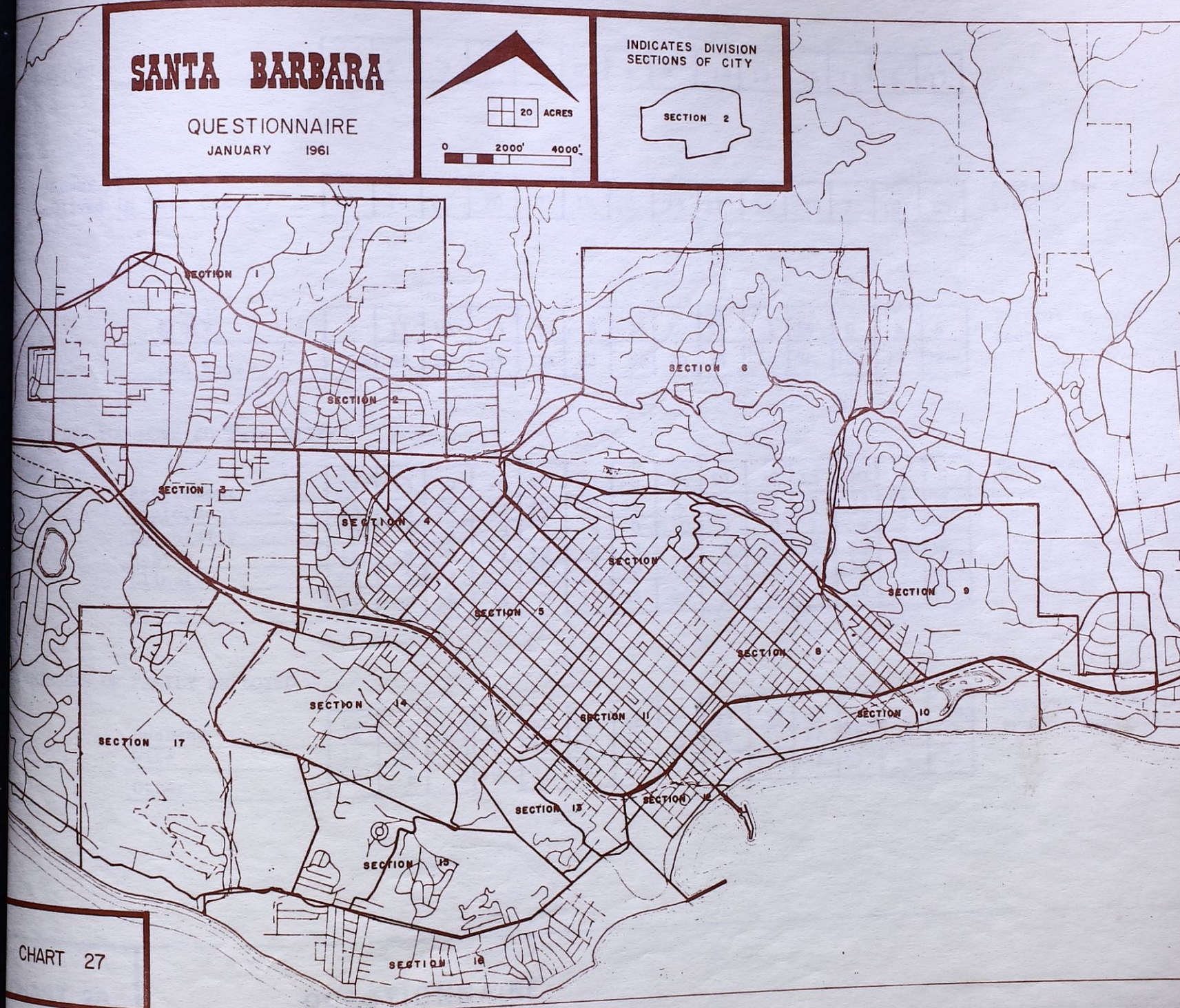


CHART 27

SECTIONS

1	2	3	4	5	6	8	9	10	12	14	15	16	17
---	---	---	---	---	---	---	---	----	----	----	----	----	----

How many years have
you lived in this city?

16	14	8	20	10	14	20	15	17	14	19	7	10	6
----	----	---	----	----	----	----	----	----	----	----	---	----	---

Average for each
section

DO

Rent?

0	11	10	15	66	8	34	10	66	35	16	0	8	8
---	----	----	----	----	---	----	----	----	----	----	---	---	---

Percent in each
section

Own home?

100	89	90	85	34	92	66	90	34	15	84	100	92	92
-----	----	----	----	----	----	----	----	----	----	----	-----	----	----

WHY DID YOU MOVE TO THIS CITY?

Retirement	24	13	0	26	50	11	0	16	50	20	13	10	4	0
Employment	33	48	50	23	20	55	31	32	50	27	39	52	46	58
University	0	3	0	3	0	4	0	0	0	0	1	0	7	12
Health	12	8	0	17	10	4	13	4	0	20	16	10	9	12
Climate	3	5	22	6	20	7	0	8	0	20	8	14	7	0
Other	27	28	28	25	0	19	56	40	0	14	23	14	28	18

Percentage

MEMBERS OF FAMILY EMPLOYED

Husband	71	66	100	40	44	69	66	81	33	38	61	86	92	92
Wife	10	30	40	14	22	15	22	33	66	15	27	23	44	25
Other	10	8	10	10	11	15	28	19	0	8	7	13	14	25

Percent of family
members employed

CHART 28

QUESTIONNAIRE

SECTIONS

1	2	3	4	5	6	8	9	10	12	14	15	16	17
---	---	---	---	---	---	---	---	----	----	----	----	----	----

OCCUPATION GROUPS

Retired	22	23	0	45	50	15	5	8	25	20	25	8	3	0
Self employed	18	7	7	11	10	19	10	24	0	0	7	13	7	7
Professional	12	20	25	15	20	53	5	8	50	30	14	25	25	40
Managerial	18	16	17	8	10	3	10	8	0	0	6	8	10	20
Teamster	6	0	0	0	0	0	5	0	0	0	4	4	4	0
Clerical	6	14	25	3	0	0	10	8	25	10	7	13	13	7
Domestic	0	0	8	0	0	3	15	4	0	0	5	0	0	0
Ranch-farm	3	0	0	0	0	0	0	0	0	0	0	0	1	0
Sales	9	0	0	6	0	3	10	12	0	20	11	13	7	20
Skilled	6	20	8	6	0	0	30	20	0	20	14	13	20	7
Unemployed	0	2	0	0	10	0	0	0	0	0	0	0	0	0
Other	6	0	8	6	0	3	0	8	0	0	7	4	9	0

Percent in each occupation group

LOCATION OF EMPLOYMENT

Santa Barbara	74	79	70	97	100	81	83	54	67	80	84	50	74	67
Montecito	0	4	0	0	0	5	6	14	0	0	2	0	0	8
Goleta	9	17	10	0	0	5	10	7	33	0	9	15	12	25
Lompoc	0	0	0	0	0	0	0	4	0	10	0	5	2	0
Sumerland-Carpenter	4	0	0	0	0	5	0	4	0	10	0	0	2	0
Oxnard-Ventura	0	0	0	0	0	0	0	7	0	0	0	0	0	0
Other	13	0	20	3	0	5	0	10	0	0	5	30	10	0

Percent working in each area

AUTOMOBILES OWN

1.8	1.3	1.7	1.4	1.0	1.7	1.5	1.8	1.0	0.7	1.4	1.5	1.6	1.5
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Average number of automobiles per household

CHART 29

QUESTIONNAIRE

Dear Citizen:

A community planning study of Santa Barbara is being conducted by a group of nine senior students of California State Polytechnic College at San Luis Obispo, California.

One of the steps necessary in a study of this type is collection and analysis of facts about the people and community life. This data will be used in determining the city's projected development needs over a twenty year period.

We would appreciate your cooperation in answering the following questions. All answers will be held in strict confidence and individuals will remain anonymous.

How many years have you lived in this city? _____

Do you rent _____ own home _____

Why did you move to this city?

Retirement _____ Employment _____ University _____
Health _____ Other _____

Please indicate the number of members of your family at this address that fall in each of the following age groups.

0-5	5-12	12-15	15-18	18-21	21-45	45-55	55-65	over 65

Members of family employed.

Husband _____ Wife _____ Other _____

Please indicate your occupation group.

Retired	Self employed	Professional
Managerial	Teamster	Clerical
Domestic	Ranch-farm	Sales
Skilled	Unemployed	Other

Check location of employment.

Santa Barbara city _____ Montecito _____ Goleta _____
Lompoc _____ Sumerland-Carpenteria _____ Oxnard-Ventura _____
Other _____

How many automobiles do you own? _____

Place a check mark to indicate the shopping areas normally used for items indicated.

Area location	Food	Daily needs	Clothing	Major items
Downtown				
Wilpas Mile				
North Side				
Five Points				
Mesa				
West Side				
Goleta				
Oxnard-Ventura				
Los Angeles				
Other				

Indicate the reason for patronizing these areas

Reason	Food	Daily needs	Clothing	Major items
Convenience				
Selection				
Price				
Parking				
Brands, Style				
Service				
Other				

Thank you for your cooperation.
Santa Barbara Community Study Group

How many automobiles do you own: _____

Other _____
 Torrey _____
 Santa Barbara city _____
 Check location of employment _____

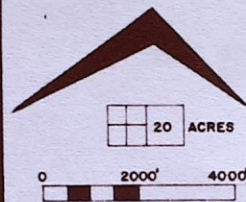
Employed _____
 Domestic _____
 Unemployed _____
 Retired _____
 Please indicate your occupation _____

Number of family employed _____
 Other _____

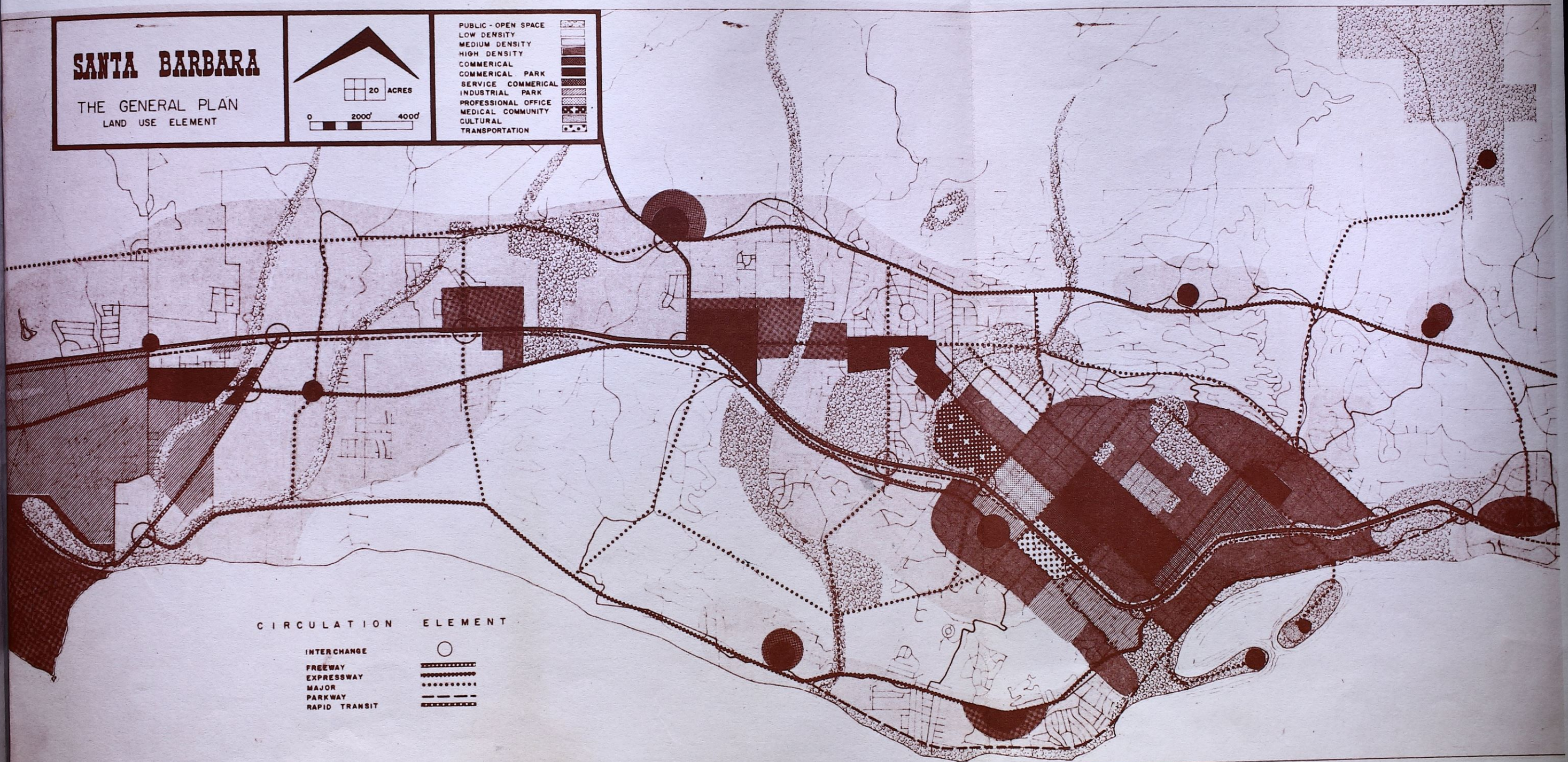
1-12	13-14	15-16	17-18	19-20	21-22	23-24	25-26	27-28	29-30	31-32	33-34	35-36	37-38	39-40	41-42	43-44	45-46	47-48	49-50	51-52	53-54	55-56	57-58	59-60	61-62	63-64	65-66	67-68	69-70	71-72	73-74	75-76	77-78	79-80	81-82	83-84	85-86	87-88	89-90	91-92	93-94	95-96	97-98	99-100	101-102	103-104	105-106	107-108	109-110	111-112	113-114	115-116	117-118	119-120	121-122	123-124	125-126	127-128	129-130	131-132	133-134	135-136	137-138	139-140	141-142	143-144	145-146	147-148	149-150	151-152	153-154	155-156	157-158	159-160	161-162	163-164	165-166	167-168	169-170	171-172	173-174	175-176	177-178	179-180	181-182	183-184	185-186	187-188	189-190	191-192	193-194	195-196	197-198	199-200	201-202	203-204	205-206	207-208	209-210	211-212	213-214	215-216	217-218	219-220	221-222	223-224	225-226	227-228	229-230	231-232	233-234	235-236	237-238	239-240	241-242	243-244	245-246	247-248	249-250	251-252	253-254	255-256	257-258	259-260	261-262	263-264	265-266	267-268	269-270	271-272	273-274	275-276	277-278	279-280	281-282	283-284	285-286	287-288	289-290	291-292	293-294	295-296	297-298	299-300	301-302	303-304	305-306	307-308	309-310	311-312	313-314	315-316	317-318	319-320	321-322	323-324	325-326	327-328	329-330	331-332	333-334	335-336	337-338	339-340	341-342	343-344	345-346	347-348	349-350	351-352	353-354	355-356	357-358	359-360	361-362	363-364	365-366	367-368	369-370	371-372	373-374	375-376	377-378	379-380	381-382	383-384	385-386	387-388	389-390	391-392	393-394	395-396	397-398	399-400	401-402	403-404	405-406	407-408	409-410	411-412	413-414	415-416	417-418	419-420	421-422	423-424	425-426	427-428	429-430	431-432	433-434	435-436	437-438	439-440	441-442	443-444	445-446	447-448	449-450	451-452	453-454	455-456	457-458	459-460	461-462	463-464	465-466	467-468	469-470	471-472	473-474	475-476	477-478	479-480	481-482	483-484	485-486	487-488	489-490	491-492	493-494	495-496	497-498	499-500	501-502	503-504	505-506	507-508	509-510	511-512	513-514	515-516	517-518	519-520	521-522	523-524	525-526	527-528	529-530	531-532	533-534	535-536	537-538	539-540	541-542	543-544	545-546	547-548	549-550	551-552	553-554	555-556	557-558	559-560	561-562	563-564	565-566	567-568	569-570	571-572	573-574	575-576	577-578	579-580	581-582	583-584	585-586	587-588	589-590	591-592	593-594	595-596	597-598	599-600	601-602	603-604	605-606	607-608	609-610	611-612	613-614	615-616	617-618	619-620	621-622	623-624	625-626	627-628	629-630	631-632	633-634	635-636	637-638	639-640	641-642	643-644	645-646	647-648	649-650	651-652	653-654	655-656	657-658	659-660	661-662	663-664	665-666	667-668	669-670	671-672	673-674	675-676	677-678	679-680	681-682	683-684	685-686	687-688	689-690	691-692	693-694	695-696	697-698	699-700	701-702	703-704	705-706	707-708	709-710	711-712	713-714	715-716	717-718	719-720	721-722	723-724	725-726	727-728	729-730	731-732	733-734	735-736	737-738	739-740	741-742	743-744	745-746	747-748	749-750	751-752	753-754	755-756	757-758	759-760	761-762	763-764	765-766	767-768	769-770	771-772	773-774	775-776	777-778	779-780	781-782	783-784	785-786	787-788	789-790	791-792	793-794	795-796	797-798	799-800	801-802	803-804	805-806	807-808	809-810	811-812	813-814	815-816	817-818	819-820	821-822	823-824	825-826	827-828	829-830	831-832	833-834	835-836	837-838	839-840	841-842	843-844	845-846	847-848	849-850	851-852	853-854	855-856	857-858	859-860	861-862	863-864	865-866	867-868	869-870	871-872	873-874	875-876	877-878	879-880	881-882	883-884	885-886	887-888	889-890	891-892	893-894	895-896	897-898	899-900	901-902	903-904	905-906	907-908	909-910	911-912	913-914	915-916	917-918	919-920	921-922	923-924	925-926	927-928	929-930	931-932	933-934	935-936	937-938	939-940	941-942	943-944	945-946	947-948	949-950	951-952	953-954	955-956	957-958	959-960	961-962	963-964	965-966	967-968	969-970	971-972	973-974	975-976	977-978	979-980	981-982	983-984	985-986	987-988	989-990	991-992	993-994	995-996	997-998	999-1000	1001-1002	1003-1004	1005-1006	1007-1008	1009-1010	1011-1012	1013-1014	1015-1016	1017-1018	1019-1020	1021-1022	1023-1024	1025-1026	1027-1028	1029-1030	1031-1032	1033-1034	1035-1036	1037-1038	1039-1040	1041-1042	1043-1044	1045-1046	1047-1048	1049-1050	1051-1052	1053-1054	1055-1056	1057-1058	1059-1060	1061-1062	1063-1064	1065-1066	1067-1068	1069-1070	1071-1072	1073-1074	1075-1076	1077-1078	1079-1080	1081-1082	1083-1084	1085-1086	1087-1088	1089-1090	1091-1092	1093-1094	1095-1096	1097-1098	1099-1100	1101-1102	1103-1104	1105-1106	1107-1108	1109-1110	1111-1112	1113-1114	1115-1116	1117-1118	1119-1120	1121-1122	1123-1124	1125-1126	1127-1128	1129-1130	1131-1132	1133-1134	1135-1136	1137-1138	1139-1140	1141-1142	1143-1144	1145-1146	1147-1148	1149-1150	1151-1152	1153-1154	1155-1156	1157-1158	1159-1160	1161-1162	1163-1164	1165-1166	1167-1168	1169-1170	1171-1172	1173-1174	1175-1176	1177-1178	1179-1180	1181-1182	1183-1184	1185-1186	1187-1188	1189-1190	1191-1192	1193-1194	1195-1196	1197-1198	1199-1200	1201-1202	1203-1204	1205-1206	1207-1208	1209-1210	1211-1212	1213-1214	1215-1216	1217-1218	1219-1220	1221-1222	1223-1224	1225-1226	1227-1228	1229-1230	1231-1232	1233-1234	1235-1236	1237-1238	1239-1240	1241-1242	1243-1244	1245-1246	1247-1248	1249-1250	1251-1252	1253-1254	1255-1256	1257-1258	1259-1260	1261-1262	1263-1264	1265-1266	1267-1268	1269-1270	1271-1272	1273-1274	1275-1276	1277-1278	1279-1280	1281-1282	1283-1284	1285-1286	1287-1288	1289-1290	1291-1292	1293-1294	1295-1296	1297-1298	1299-1300	1301-1302	1303-1304	1305-1306	1307-1308	1309-1310	1311-1312	1313-1314	1315-1316	1317-1318	1319-1320	1321-1322	1323-1324	1325-1326	1327-1328	1329-1330	1331-1332	1333-1334	1335-1336	1337-1338	1339-1340	1341-1342	1343-1344	1345-1346	1347-1348	1349-1350	1351-1352	1353-1354	1355-1356	1357-1358	1359-1360	1361-1362	1363-1364	1365-1366	1367-1368	1369-1370	1371-1372	1373-1374	1375-1376	1377-1378	1379-1380	1381-1382	1383-1384	1385-1386	1387-1388	1389-1390	1391-1392	1393-1394	1395-1396	1397-1398	1399-1400	1401-1402	1403-1404	1405-1406	1407-1408	1409-1410	1411-1412	1413-1414	1415-1416	1417-1418	1419-1420	1421-1422	1423-1424	1425-1426	1427-1428	1429-1430	1431-1432	1433-1434	1435-1436	1437-1438	1439-1440	1441-1442	1443-1444	1445-1446	1447-1448	1449-1450	1451-1452	1453-1454	1455-1456	1457-1458	1459-1460	1461-1462	1463-1464	1465-1466	1467-1468	1469-1470	1471-1472	1473-1474	1475-1476	1477-1478	1479-1480	1481-1482	1483-1484	1485-1486	1487-1488	1489-1490	1491-1492	1493-1494	1495-1496	1497-1498	1499-1500	1501-1502	1503-1504	1505-1506	1507-1508	1509-1510	1511-1512	1513-1514	1515-1516	1517-1518	1519-1520	1521-1522	1523-1524	1525-1526	1527-1528	1529-1530	1531-1532	1533-1534	1535-1536	1537-1538	1539-1540	1541-1542	1543-1544	1545-1546	1547-1548	1549-1550	1551-1552	1553-1554	1555-1556	1557-1558	1559-1560	1561-1562	1563-1564	1565-1566	1567-1568	1569-1570	1571-1572	1573-1574	1575-1576	1577-1578	1579-1580	1581-1582	1583-1584	1585-1586	1587-1588	1589-1590	1591-1592	1593-1594	1595-1596	1597-1598	1599-1600	1601-1602	1603-1604	1605-1606	1607-1608	1609-1610	1611-1612	1613-1614	1615-1616	1617-1618	1619-1620	1621-1622	1623-1624	1625-1626	1627-1628	1629-1630	1631-1632	1633-1634	1635-1636	1637-1638	1639-1640	1641-1642	1643-1644	1645-1646	1647-1648	1649-1650	1651-1652	1653-1654	1655-1656	1657-1658	1659-1660	1661-1662	1663-1664	1665-1666	1667-1668	1669-1670	1671-1672	1673-1674	1675-1676	1677-1678	1679-1680	1681-1682	1683-1684	1685-1686	1687-1688	1689-1690	1691-1692	1693-1694	1695-1696	1697-1698	1699-1700	1701-1702	1703-1704	1705-1706	1707-1708	1709-1710	1711-1712	1713-1714	1715-1716	1717-1718	1719-1720	1721-1722	1723-1724	1725-1726	1727-1728	1729-1730	1731-1732	1733-1734	1735-1736	1737-1738	1739-1740	1741-1742	1743-1744	1745-1746	1747-1748	1749-1750	1751-1752	1753-1754	1755-1756	1757-1758	1759-1760	1761-1762	1763-1764	1765-1766	1767-1768	1769-1770	1771-1772	1773-1774	1775-1776	1777-1778	1779-1780	1781-1782	1783-1784	1785-1786	1787-1788	1789-1790	1791-1792	1793-1794	1795-1796	1797-1798	1799-1800	1801-1802	1803-1804	1805-1806	1807-1808	1809-1810	1811-1812	1813-1814	1815-1816	1817-1818	1819-1820	1821-1822	1823-1824	1825-1826	1827-1828	1829-1830	1831-1832	1833-1834	1835-1836	1837-1838	1839-1840	1841-1842	1843-1844	1845-1846	1847-1848	1849-1850	1851-1852	1853-1854	1855-1856	1857-1858	1859-1860	1861-1862	1863-1864	1865-1866	1867-1868	1869-1870	1871-1872	1873-1874	1875-1876	1877-1878	1879-1880	1881-1882	1883-1884	1885-1886	1887-1888	1889-1890	1891-1892	1893-1894	1895-1896	1897-1898	1899-1900	1901-1902	1903-1904	1905-1906	1907-1908	1909-1910	1911-1912	1913-1914	1915-1916	1917-1918	1919-1920	1921-1922	1923-1924	1925-1926	1927-1928	1929-1930	1931-1932	193
------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	--------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----

SANTA BARBARA

THE GENERAL PLAN
LAND USE ELEMENT



PUBLIC - OPEN SPACE	
LOW DENSITY	
MEDIUM DENSITY	
HIGH DENSITY	
COMMERCIAL	
COMMERCIAL PARK	
SERVICE COMMERCIAL	
INDUSTRIAL PARK	
PROFESSIONAL OFFICE	
MEDICAL COMMUNITY	
CULTURAL	
TRANSPORTATION	

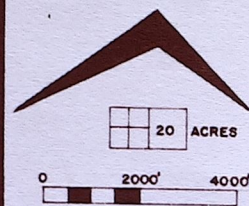


CIRCULATION ELEMENT

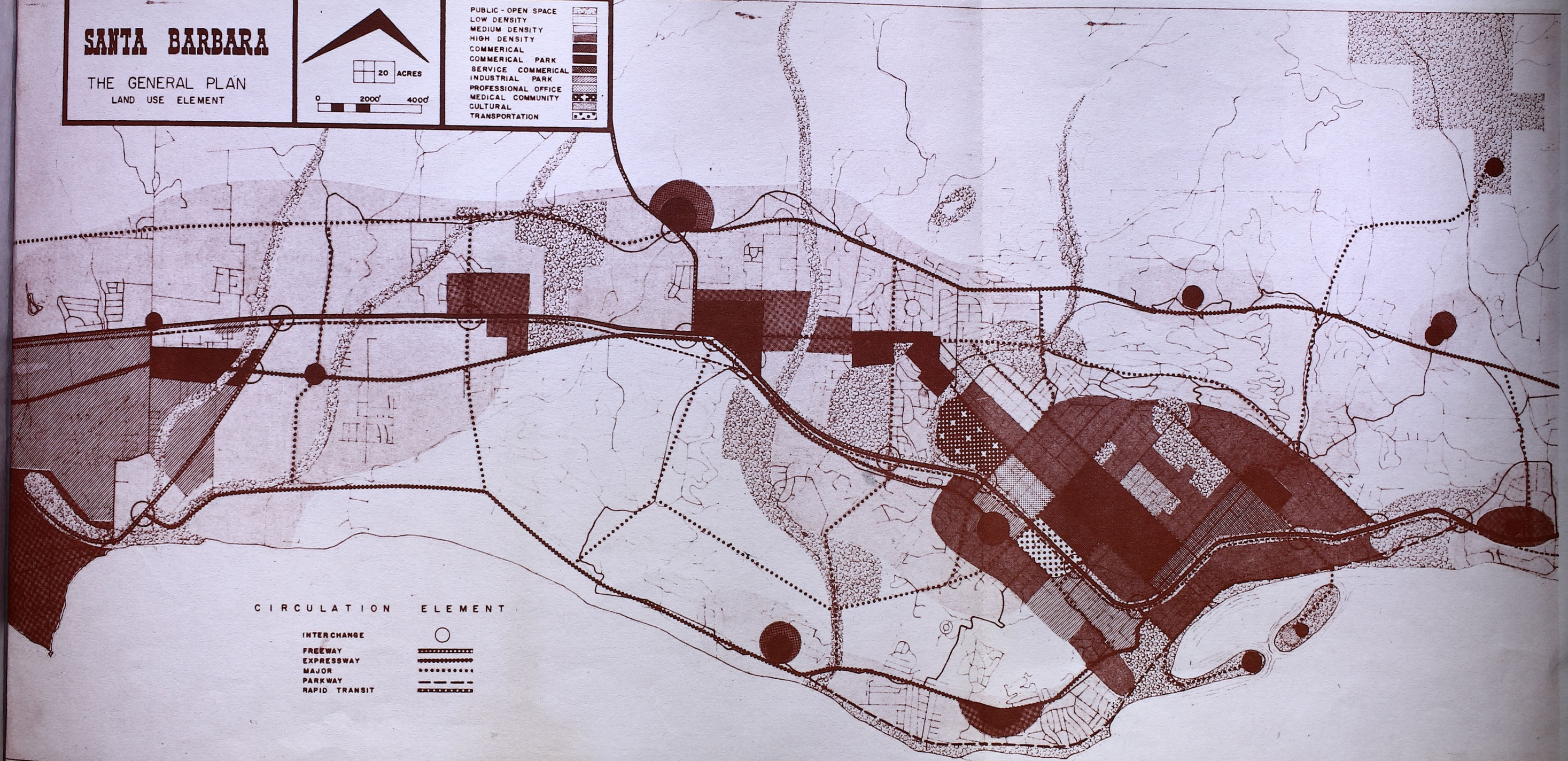
INTERCHANGE	○
FREEWAY	—————
EXPRESSWAY	—————
MAJOR	—————
PARKWAY	—————
RAPID TRANSIT	—————

SANTA BARBARA

THE GENERAL PLAN
LAND USE ELEMENT



PUBLIC - OPEN SPACE
LOW DENSITY
MEDIUM DENSITY
HIGH DENSITY
COMMERCIAL
COMMERCIAL PARK
SERVICE COMMERCIAL
INDUSTRIAL PARK
PROFESSIONAL OFFICE
MEDICAL COMMUNITY
CULTURAL
TRANSPORTATION



CIRCULATION ELEMENT

INTERCHANGE
FREEWAY
EXPRESSWAY
MAJOR
PARKWAY
RAPID TRANSIT

